

Presented to:
Commonwealth Transportation Board
Richmond, VA
November 14, 2001

SUMMARY OF RESULTS: 2001 VDOT Customer Satisfaction Survey



University of Virginia
www.virginia.edu/surveys





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Acknowledgments

The Center for Survey Research gratefully acknowledges the guidance of the Strategic Outcome Area Customer Satisfaction Team, chaired by Connie Sorrell, Assistant Commissioner for Administration, VDOT.

Presentation Overview

- About the Survey
- Overall Satisfaction with VDOT's efforts
- Major Highways
- Secondary Roads
- Contacts with VDOT
- Congestion and its Effects
- Telecommuting
- Conclusions

About the Survey

Center for Survey Research
University of Virginia

Goals of the Survey

- Determine level of satisfaction of Virginia citizens with their major highways and secondary roads
- Define areas needing improvement
- Allow Residencies and Districts to assess their performance
- Compare Virginia results with results from a nationwide survey of satisfaction with highways

History: Four surveys

- 1995 NQI: a national survey for the Federal Highway Administration, conducted by Coopers & Lybrand, LLP, and Opinion Research Corporation. $N = 2,205$.
- 1997 VA/NQI: a statewide survey for VDOT, conducted by Coopers & Lybrand and ORC, interviewing 3,511 Virginians

History, continued . . .

- 2000 national survey: similar to the 1995 survey, by the Federal Highway Administration, sponsored by the National Partnership for Highway Quality. N = 2,030.
- 2001 VDOT Customer Satisfaction Survey: conducted by the UVA Center for Survey Research, to replicate the 2000 national survey in Virginia

Survey design

- N=4,414
- Statewide survey of Virginia drivers who drive major highways
- February - March 2001
- Designed to provide data at the Residency and District level
 - 85 - 135 interviews per residency
- Post-weighted to accurately represent Virginia
- Margin of error: $\pm 2.4\%$ for statewide results

What we asked about:

- Major highways
 - General characteristics
 - Specific features
 - example: “lane width” is one of 8 features of the characteristic called “safety”
 - Importance of characteristics
- Secondary roads
 - Features
 - Importance of characteristics

...See handout for exact wording

. . . we also asked about:

- VDOT's efforts on all roads
- Rating of VDOT's management . . .
 - of the organization
 - of transportation statewide
 - of transportation in area
- Experience with contacting VDOT
- Traffic congestion

. . . and also about:

- Bike trails
- Unpaved roads
- Telecommuting
- Simple driver demographics
 - urban/rural driver
 - type of vehicle usually driven
 - gender, race, education

Satisfaction Rating Scale

(Used on VA2001 and US2000 surveys)

- Five-point scale: *(score)*
 - Very Dissatisfied 1
 - Somewhat Dissatisfied 2
 - Neutral 3
 - Somewhat Satisfied 4
 - Very Satisfied 5

Comparison Issues

- The rating scale for 1995 U.S. and 1997 Virginia surveys was a simple numeric scale, 1 to 5.
 - 1= “extremely dissatisfied,” 5 = “extremely satisfied”
- For the 2001 survey, several new questions were added; others were dropped.
- For the 2001 survey, some question wording was changed.
- The published 1997 results were not weighted for population distribution across the state.

Therefore. . .

- The 2001 Virginia survey results *are* directly comparable to the 2000 U.S. survey.
- However, the 2001 Virginia results *cannot* accurately be compared to the 1997 Virginia survey.
- Weighted 1997 Virginia results *are* directly comparable to the 1995 U.S. survey.

What the numbers mean . . .

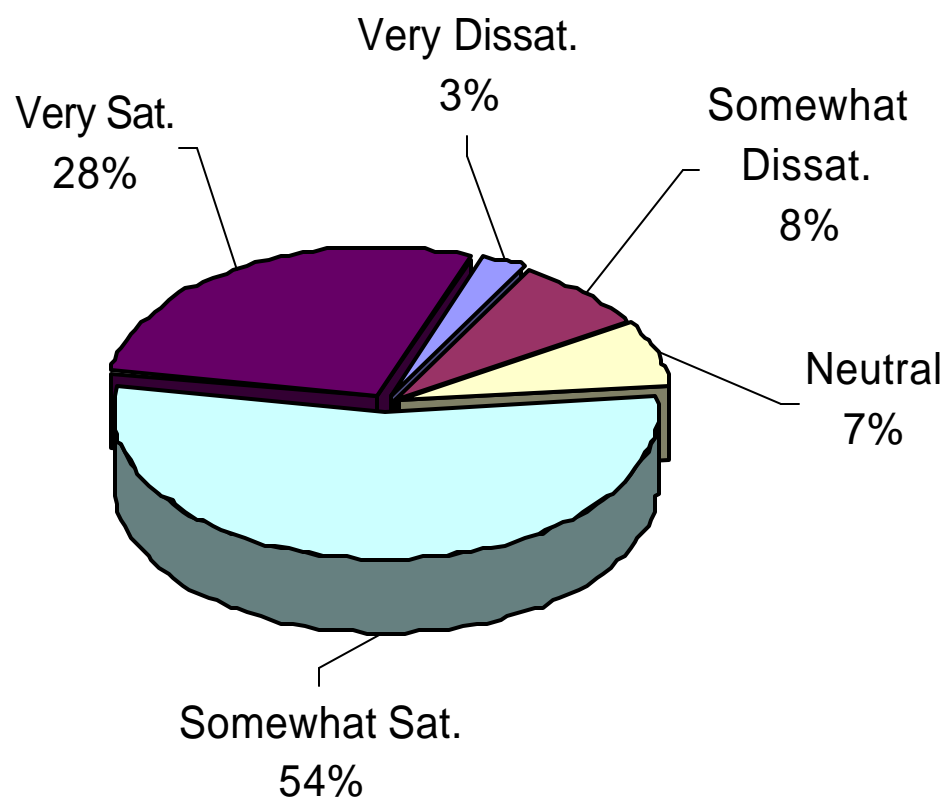
Numbers in this report are 2 types:

- **Percent satisfied** = percent very satisfied plus percent somewhat satisfied
- **Mean** = average answer on a 1-5 scale, with 5 being very satisfied
- In both cases, higher is better!

Customer Satisfaction with VDOT

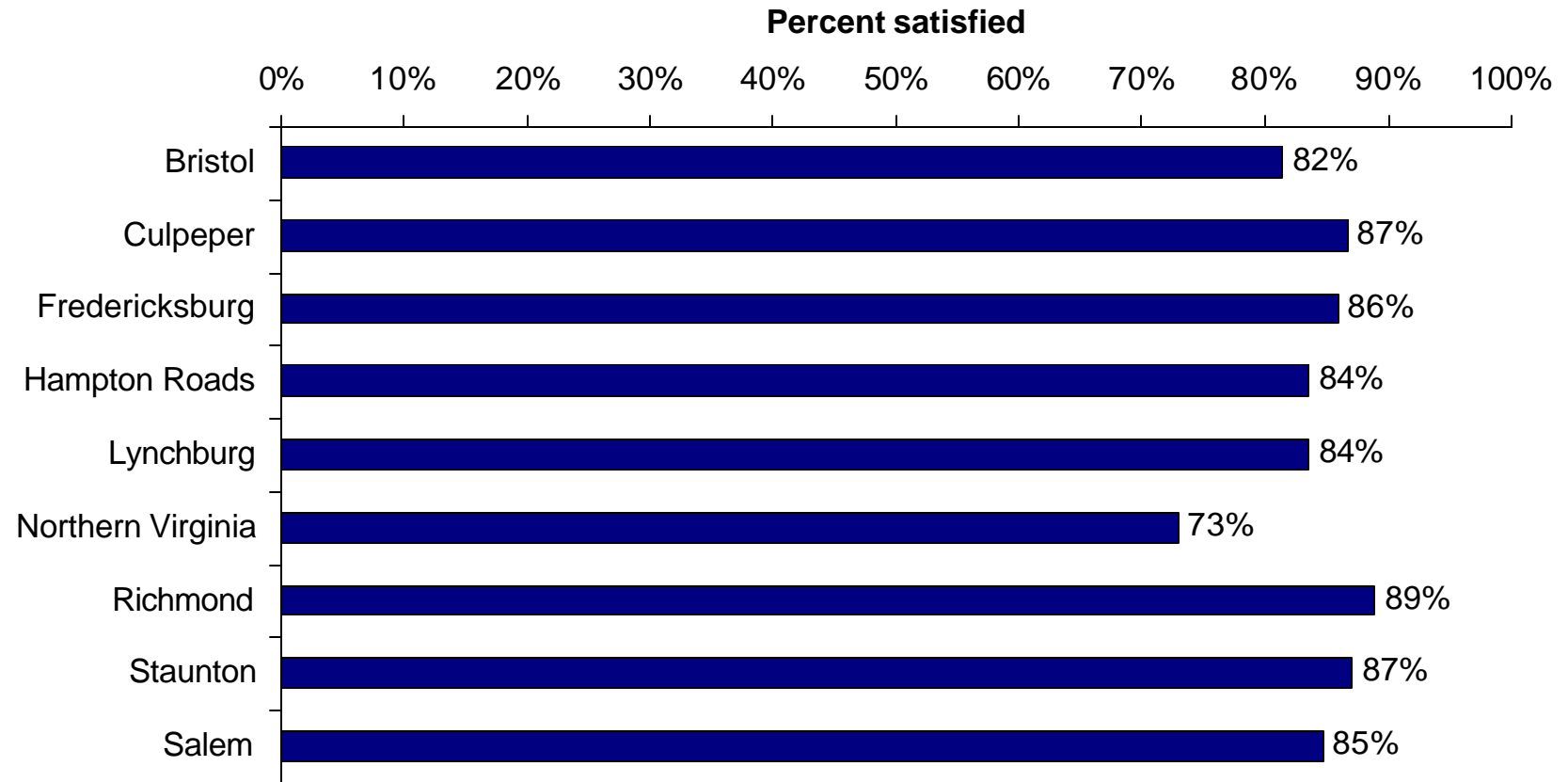
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Satisfaction with VDOT's Efforts on all Roads: VA 2001



Percent satisfied = 82%

Satisfaction with VDOT's efforts--by District



MAJOR HIGHWAYS

Overall satisfaction

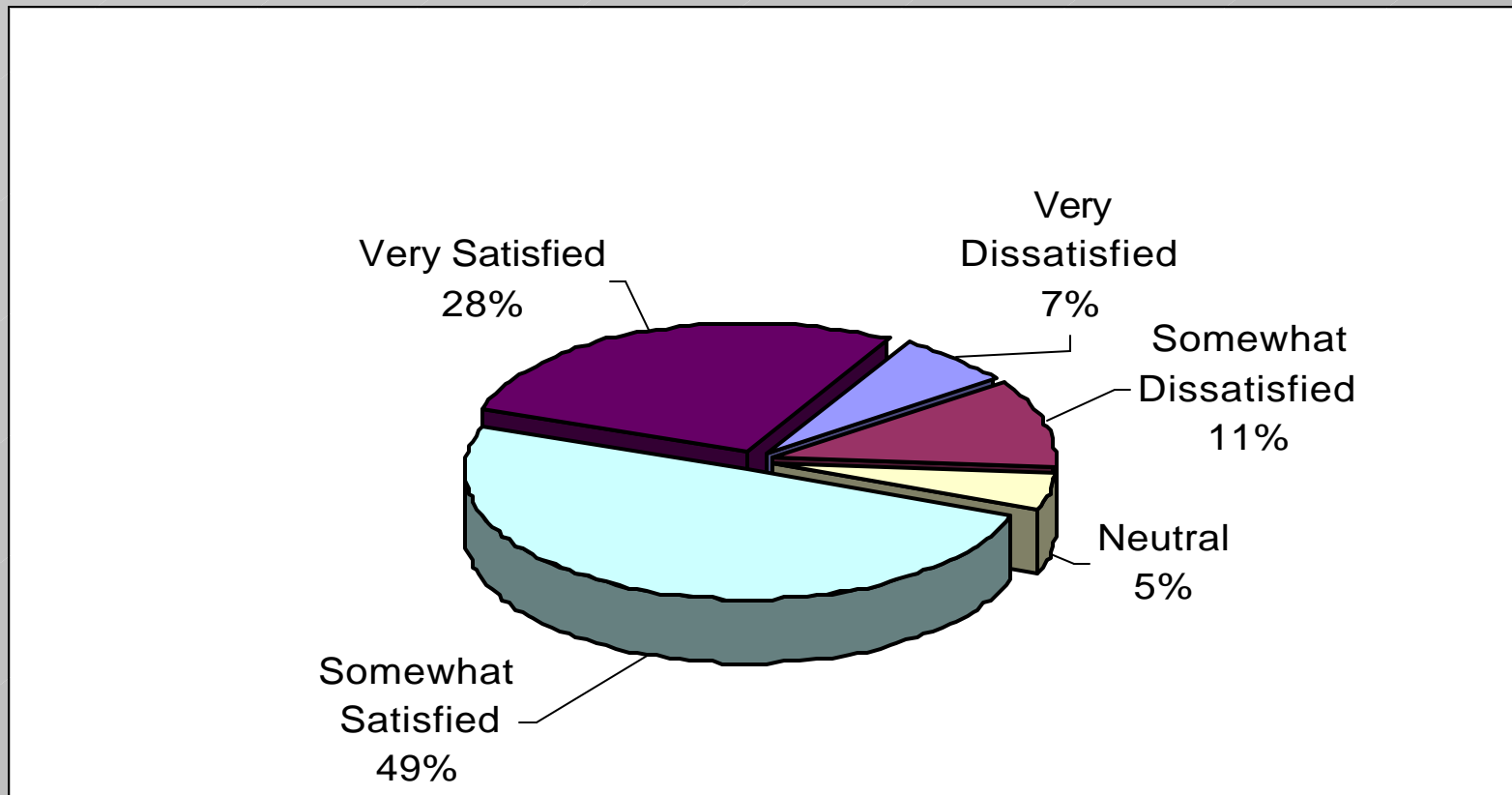
Characteristics

Importance of characteristics

Satisfaction with features

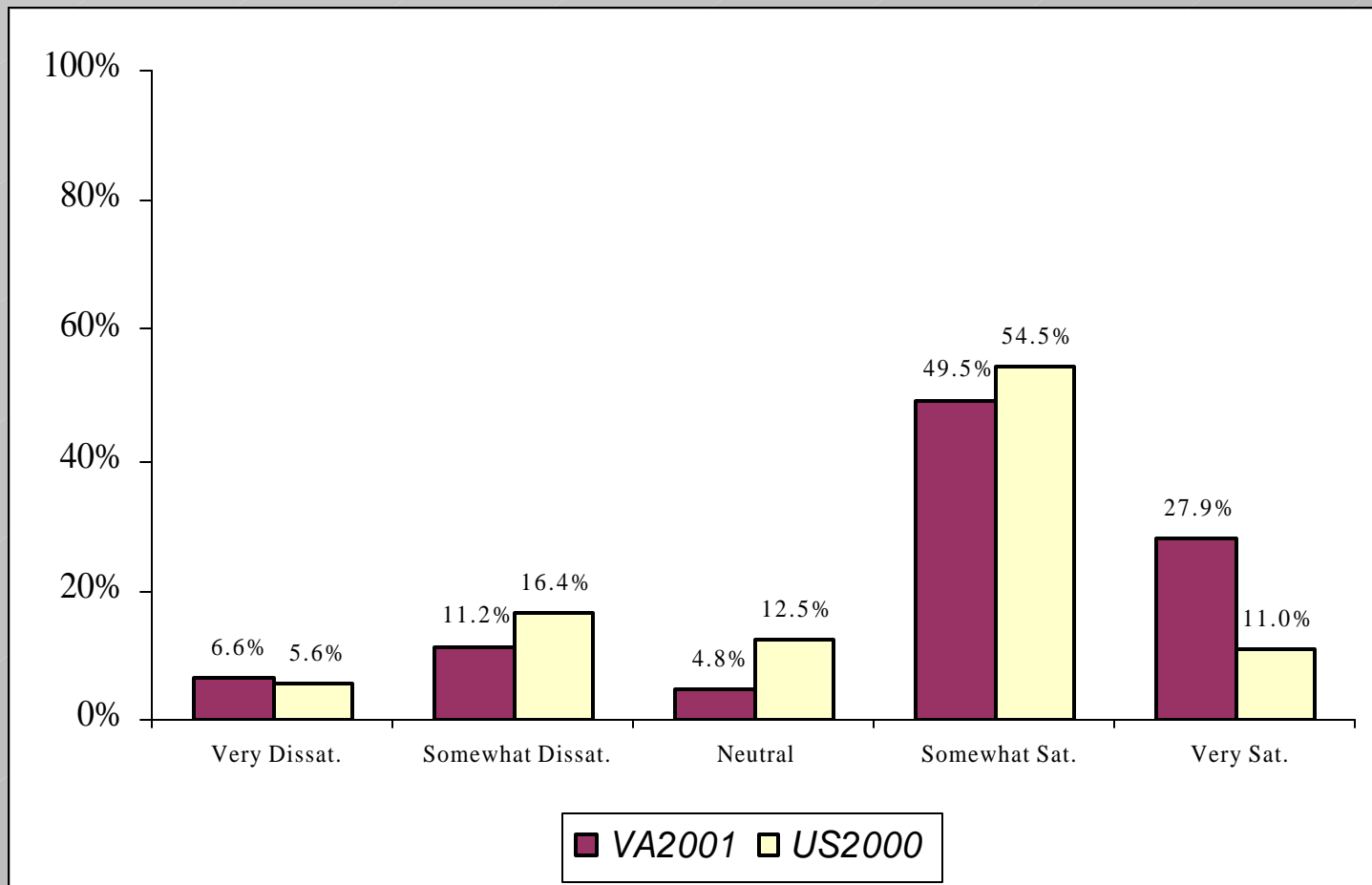
Overall Satisfaction with Major Highways

VA 2001



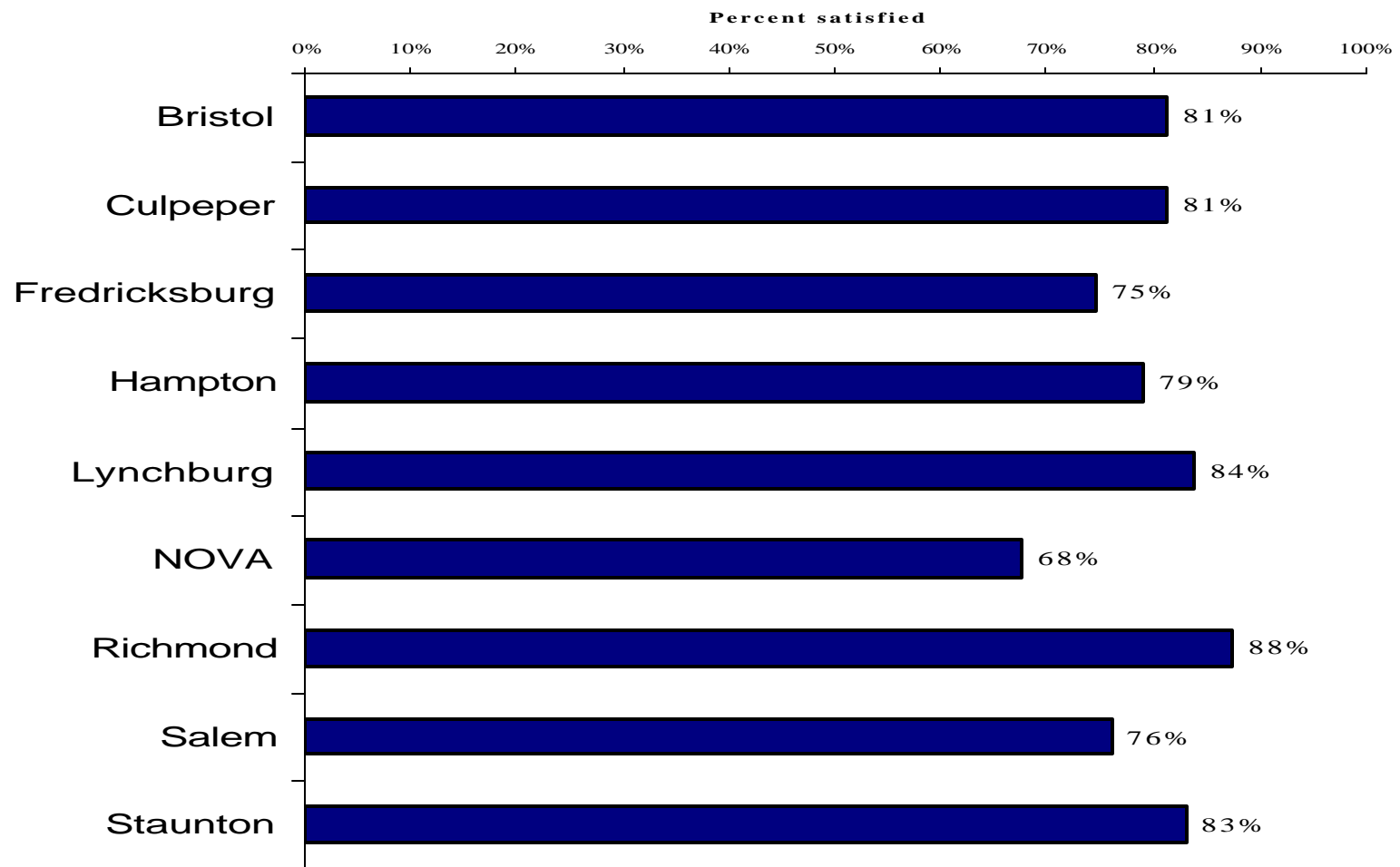
Percent satisfied = 77%

Overall Satisfaction with Major Highways: VA 2001 and US 2000



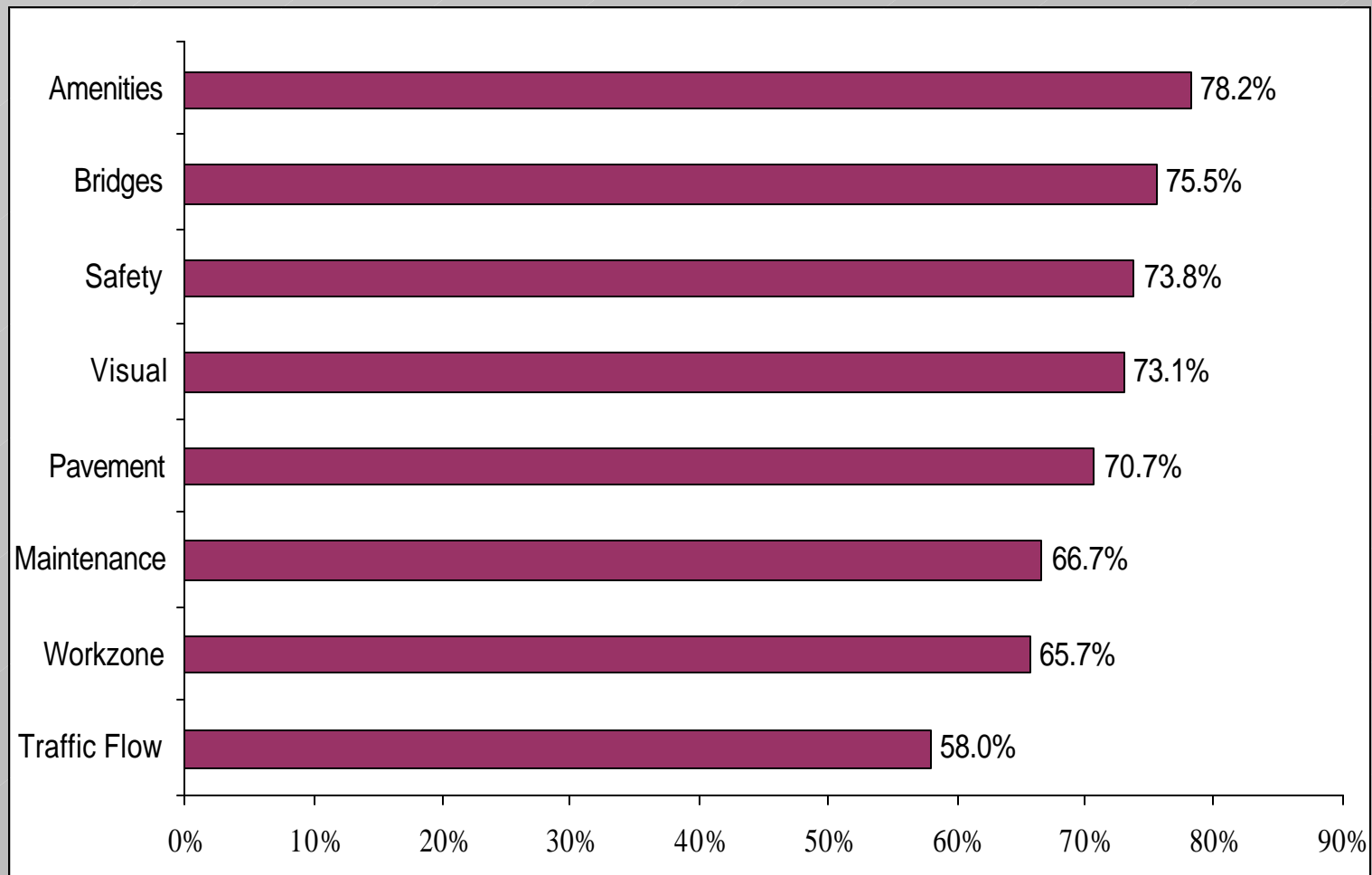
Percent satisfied: VA 77% US 65%

Overall Satisfaction with Major Highways

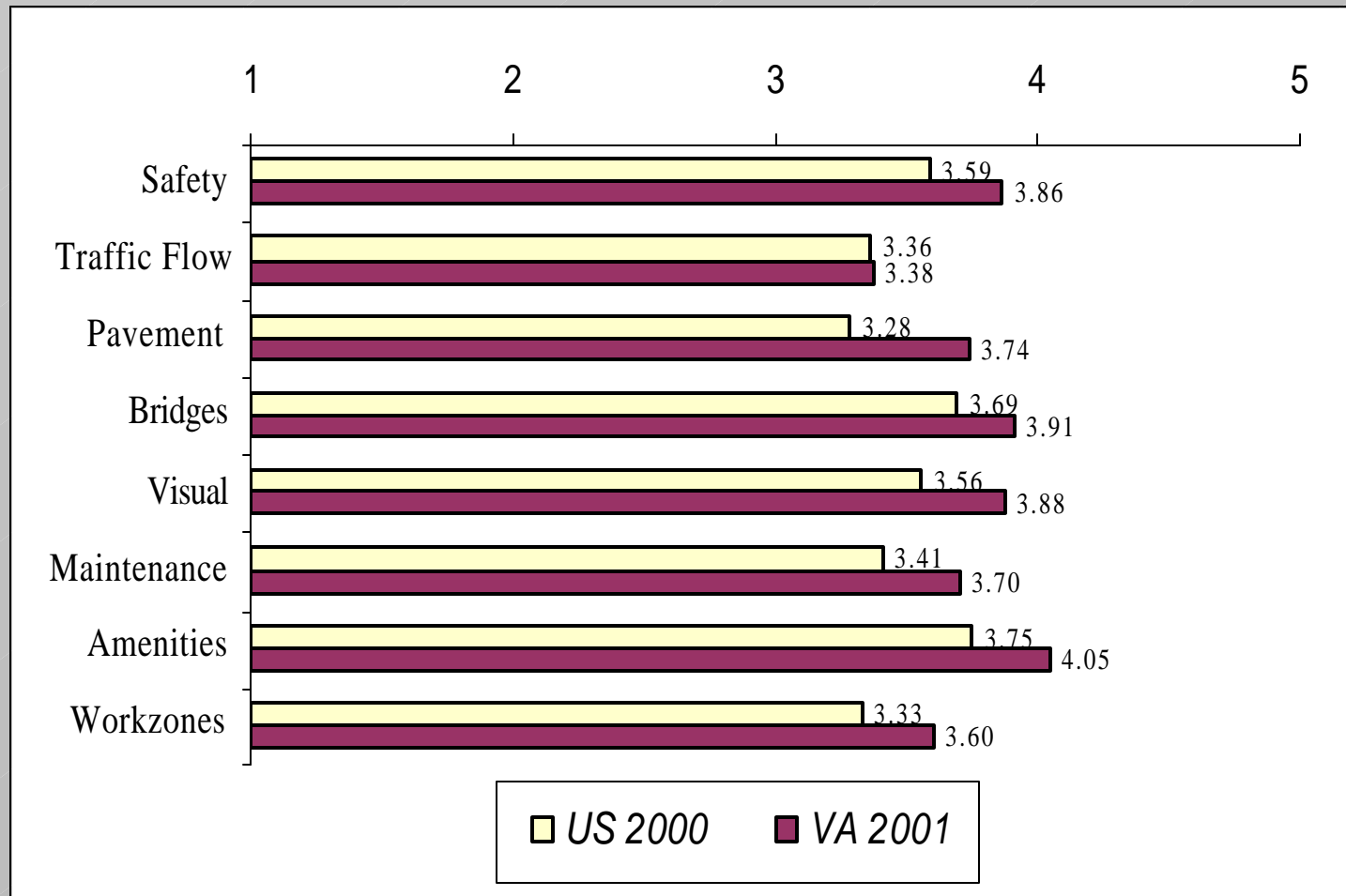


Satisfaction with Major Highway Characteristics

VA 2001



Satisfaction with Major Highway Characteristics: VA 2001 and US2000



VA Moving Ahead

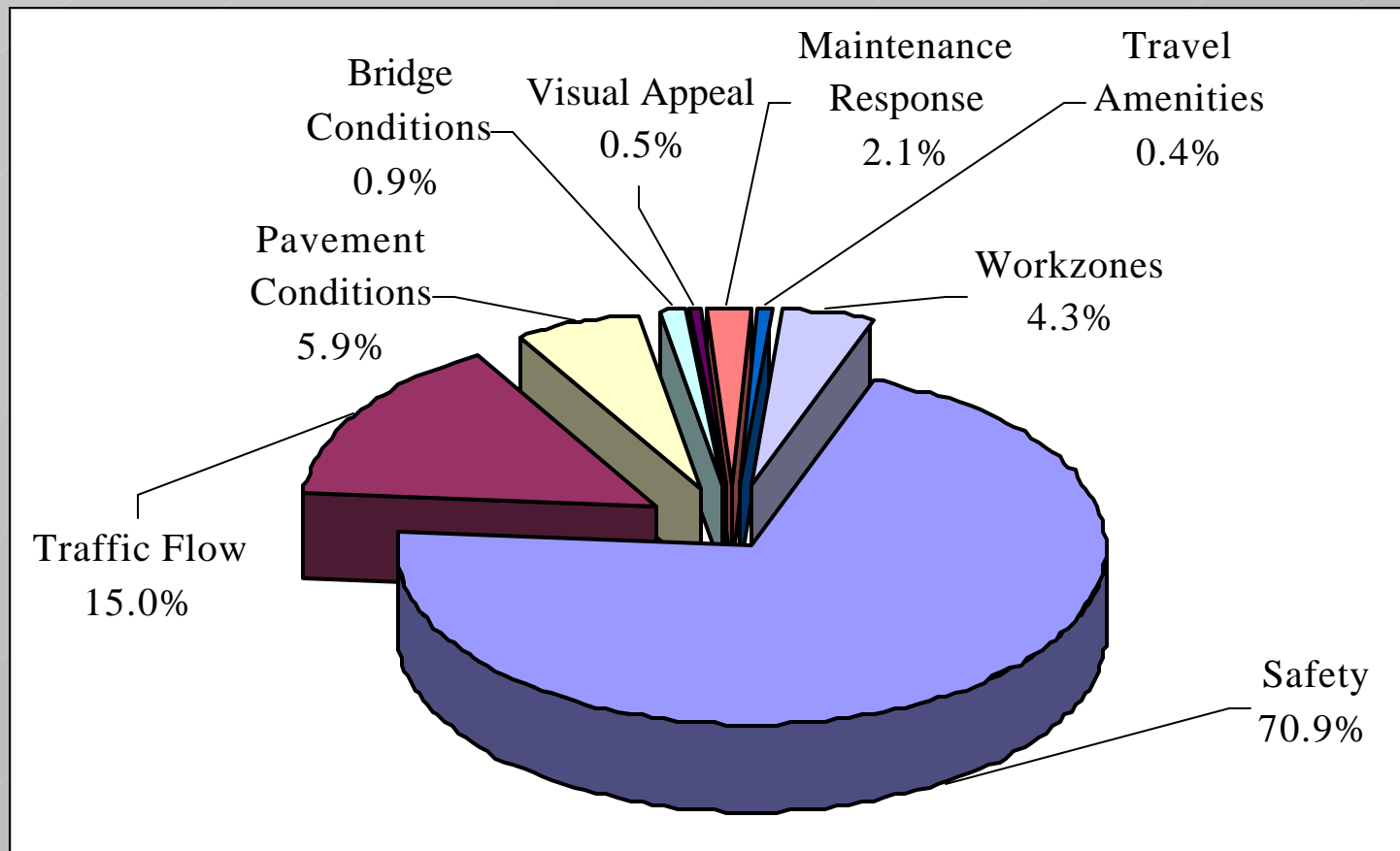
VA COMPARED TO US

Characteristic	VA 1997	VA 2001
<i>Safety</i>	Same	Higher
<i>Traffic Flow</i>	Same	Same
<i>Pavement Conditions</i>	Higher	Higher
<i>Bridge Conditions</i>	Same	Higher
<i>Visual Appeal</i>	Higher	Higher
<i>Maintenance Response Time</i>	Higher	Higher
<i>Travel Amenities</i>	Higher	Higher
<i>Work Zones</i>	N/A	Higher
	(compared to US 1995)	(compared to US 2000)

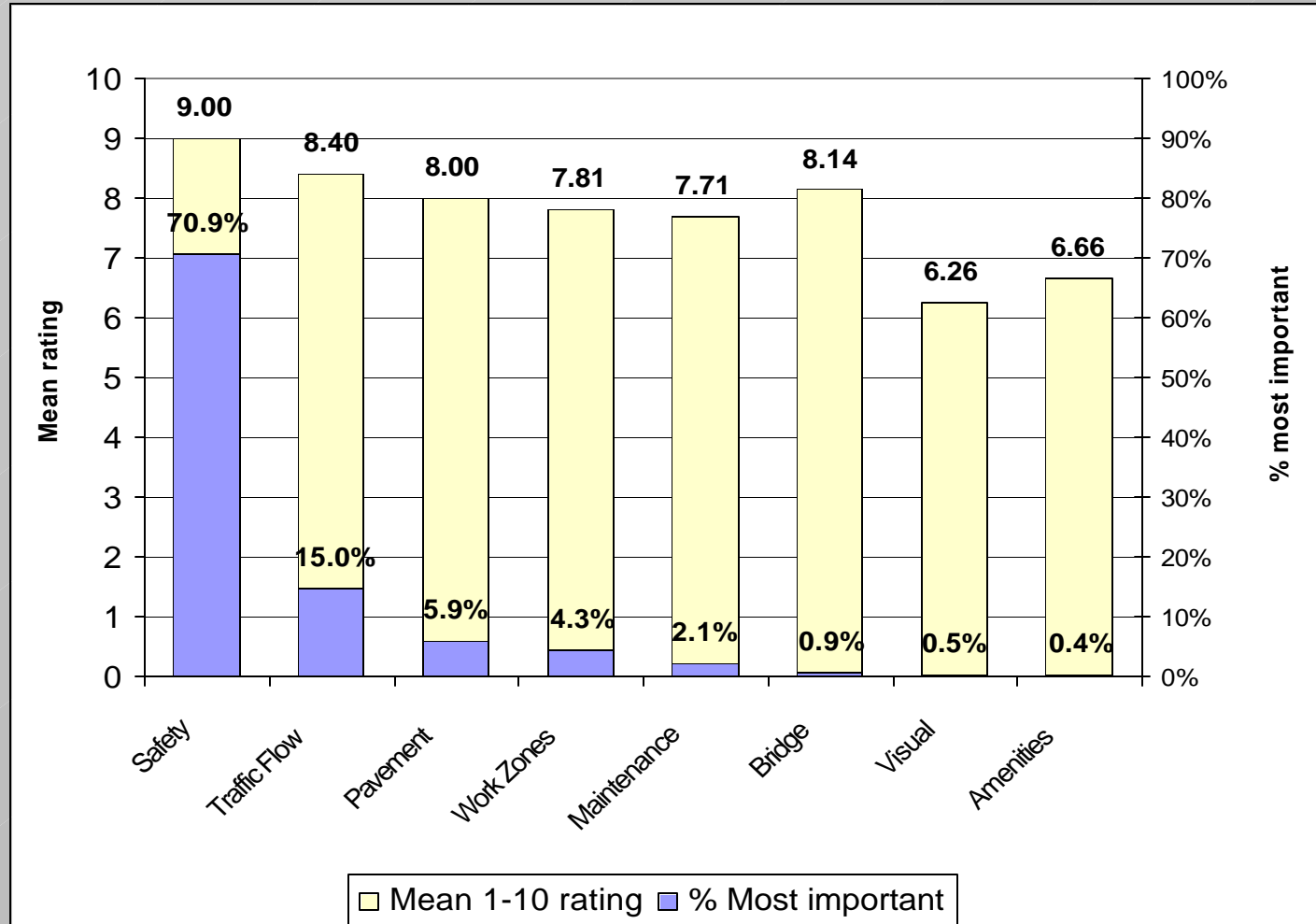
Three ways to gauge importance:

- 1) Respondents pick most important characteristic
 - look at percent who pick each one
- 2) Respondents rate each characteristic
 - using scale from 1 to 10
 - look at mean rating
- 3) “Derived Importance”
 - relies on statistical modeling using regression analysis

One Most Important Characteristic: VA 2001



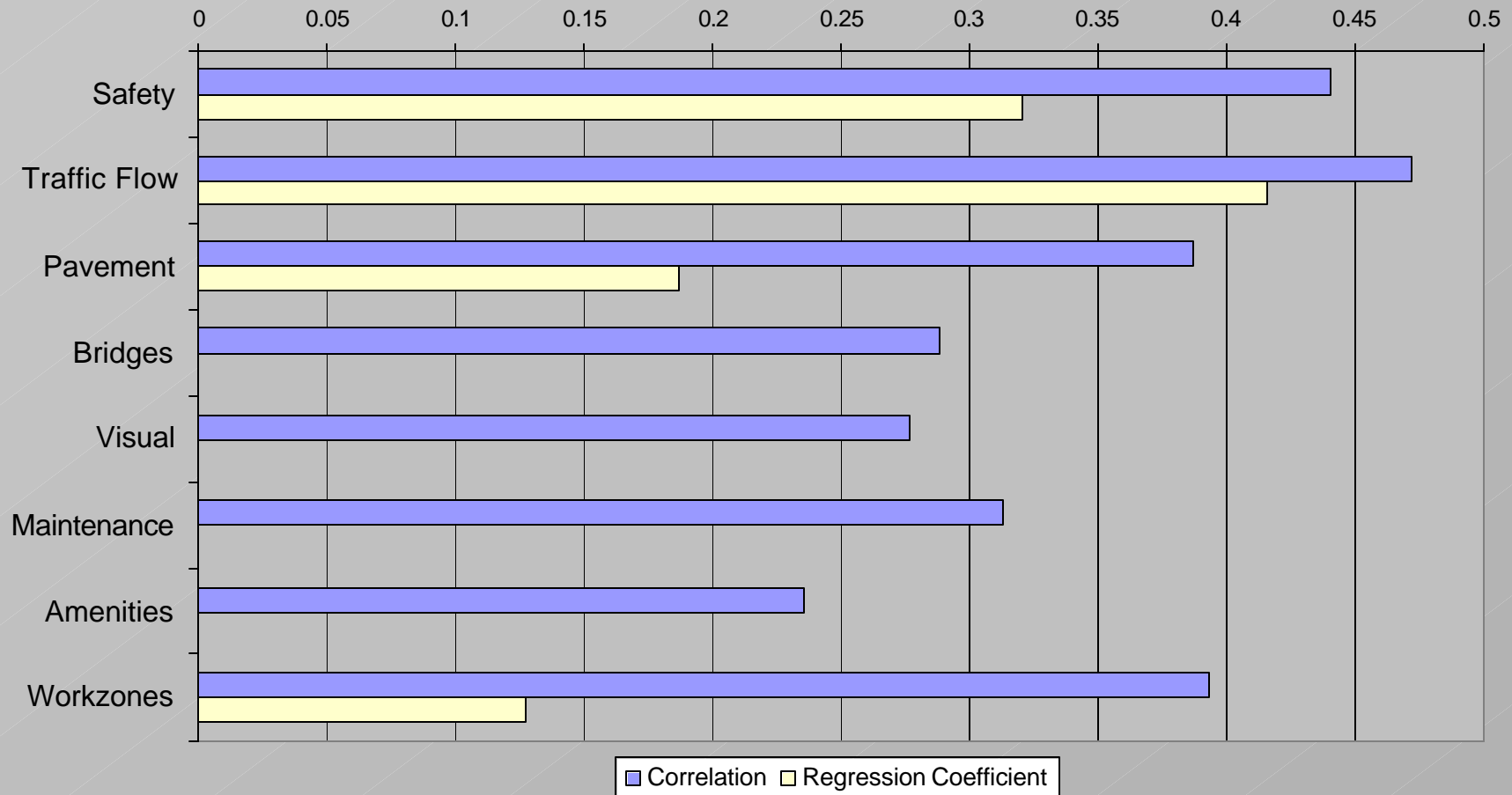
Importance Rankings & Ratings, Maj. Roads: VA 2001



Derived Importance

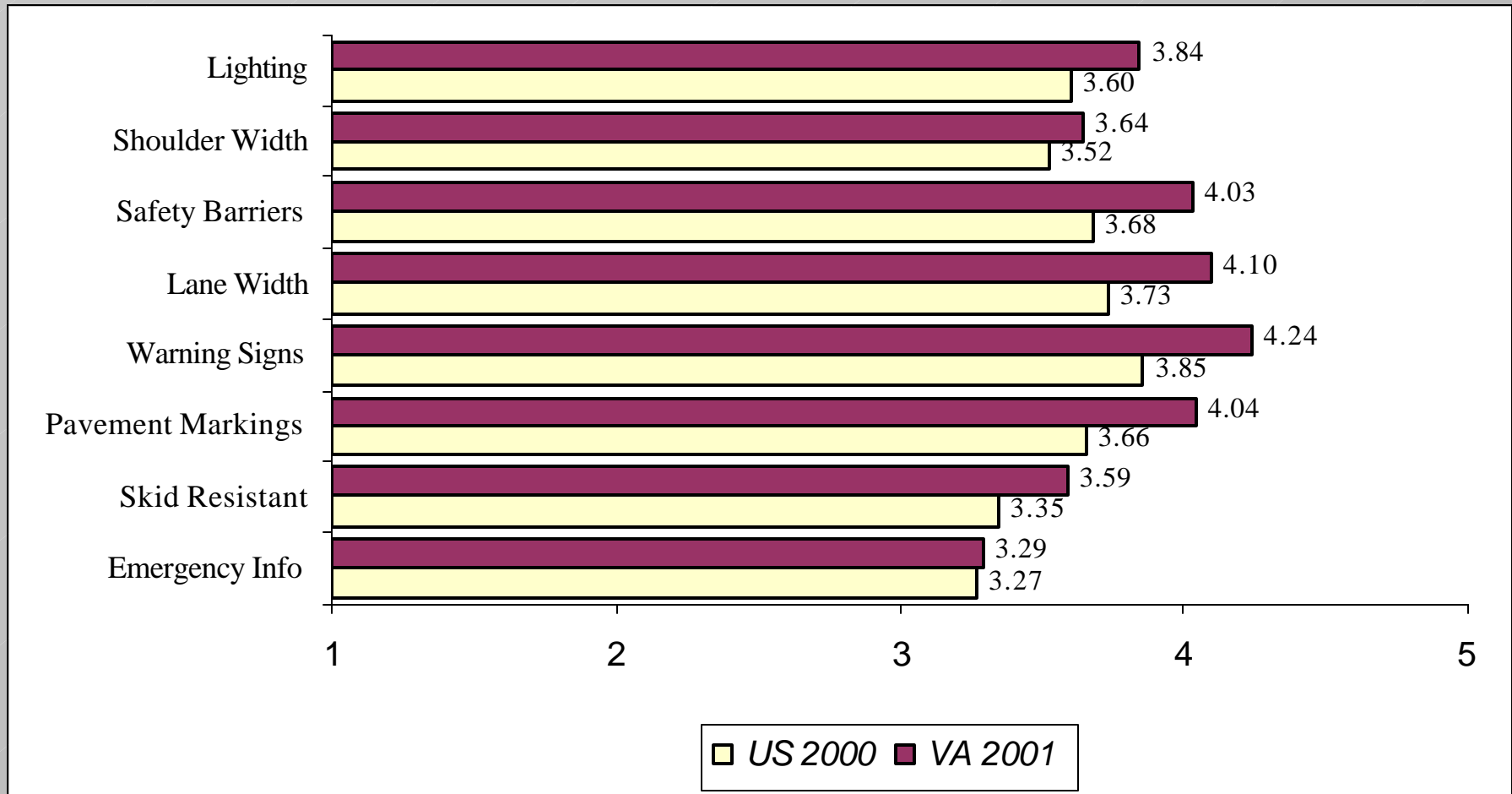
- Uses statistical technique (regression analysis)
- Asks which characteristics best predict overall satisfaction with major highways
- Score for each characteristic is based on mean satisfaction rating across component features
- *Correlations* show which characteristics co-vary with overall satisfaction
- *Regression coefficients* show unique contribution of each characteristic to prediction of overall sat.

Regression Results: Derived Importance

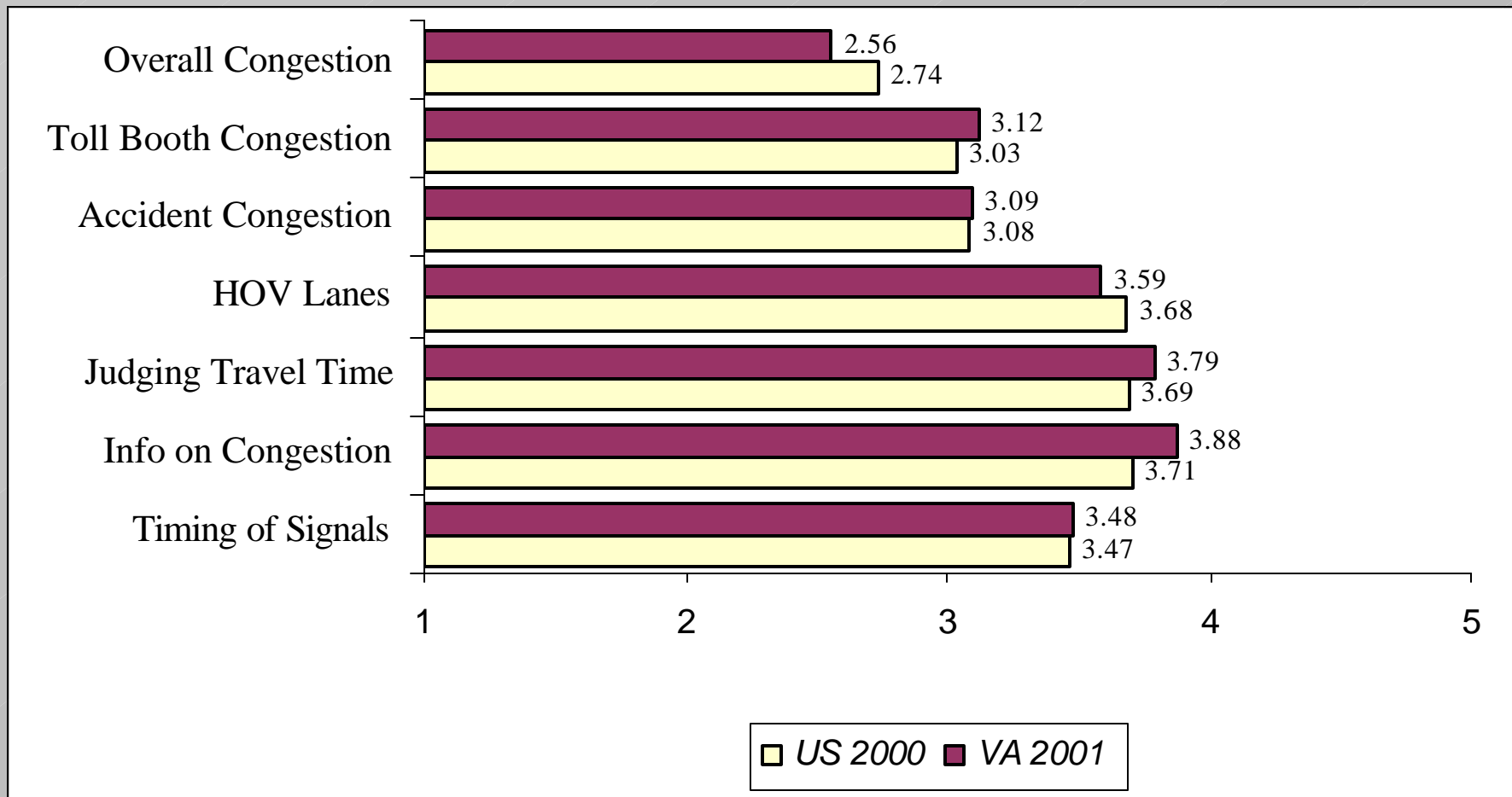


Specific Features of Major Highways

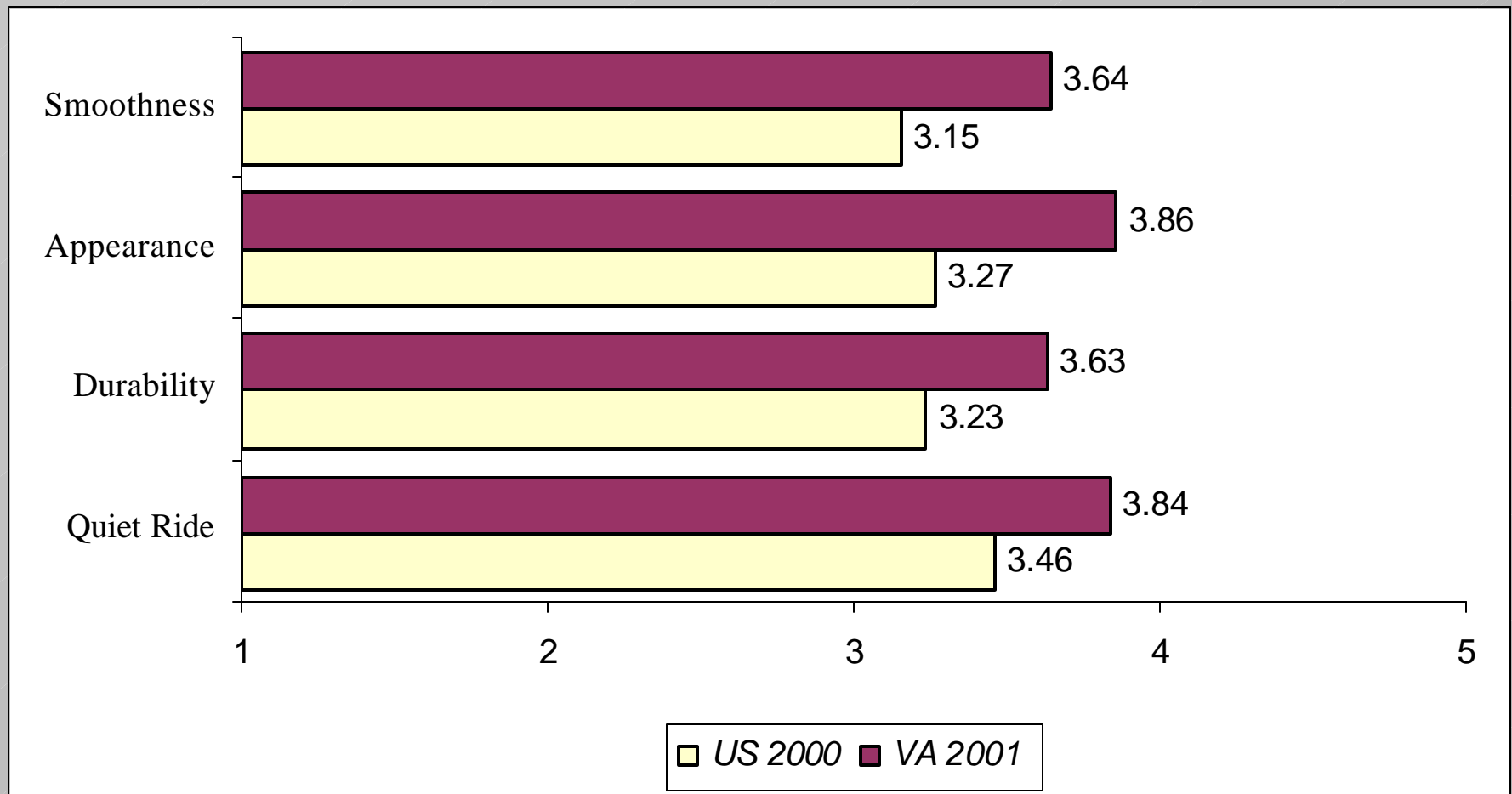
Safety Features of Major Highways: VA 2001 & US 2000



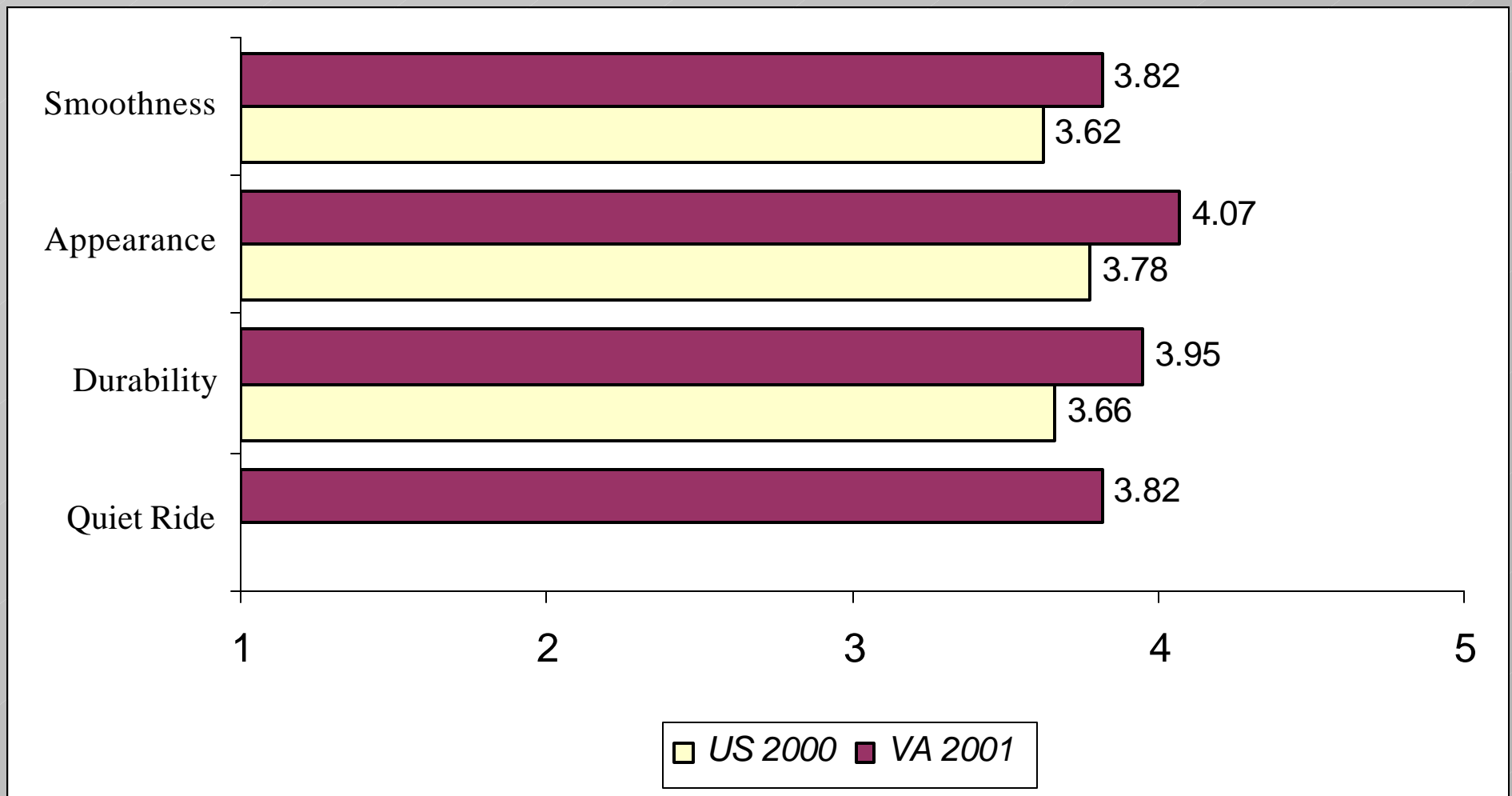
Traffic Flow Features of Major Highways: VA 2001 & US 2000



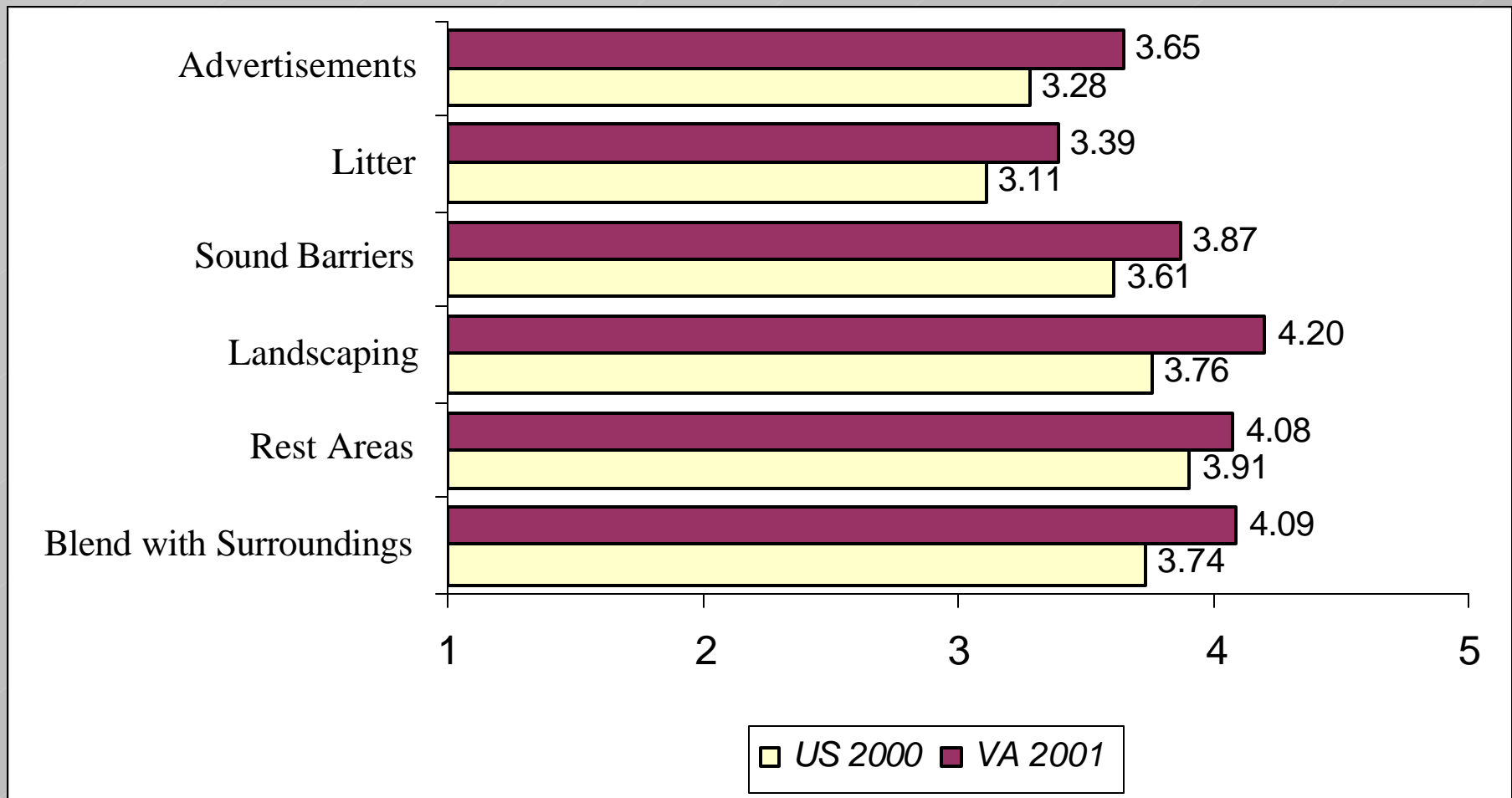
Pavement Condition Features of Maj. Highways: VA 2001 & US 2000



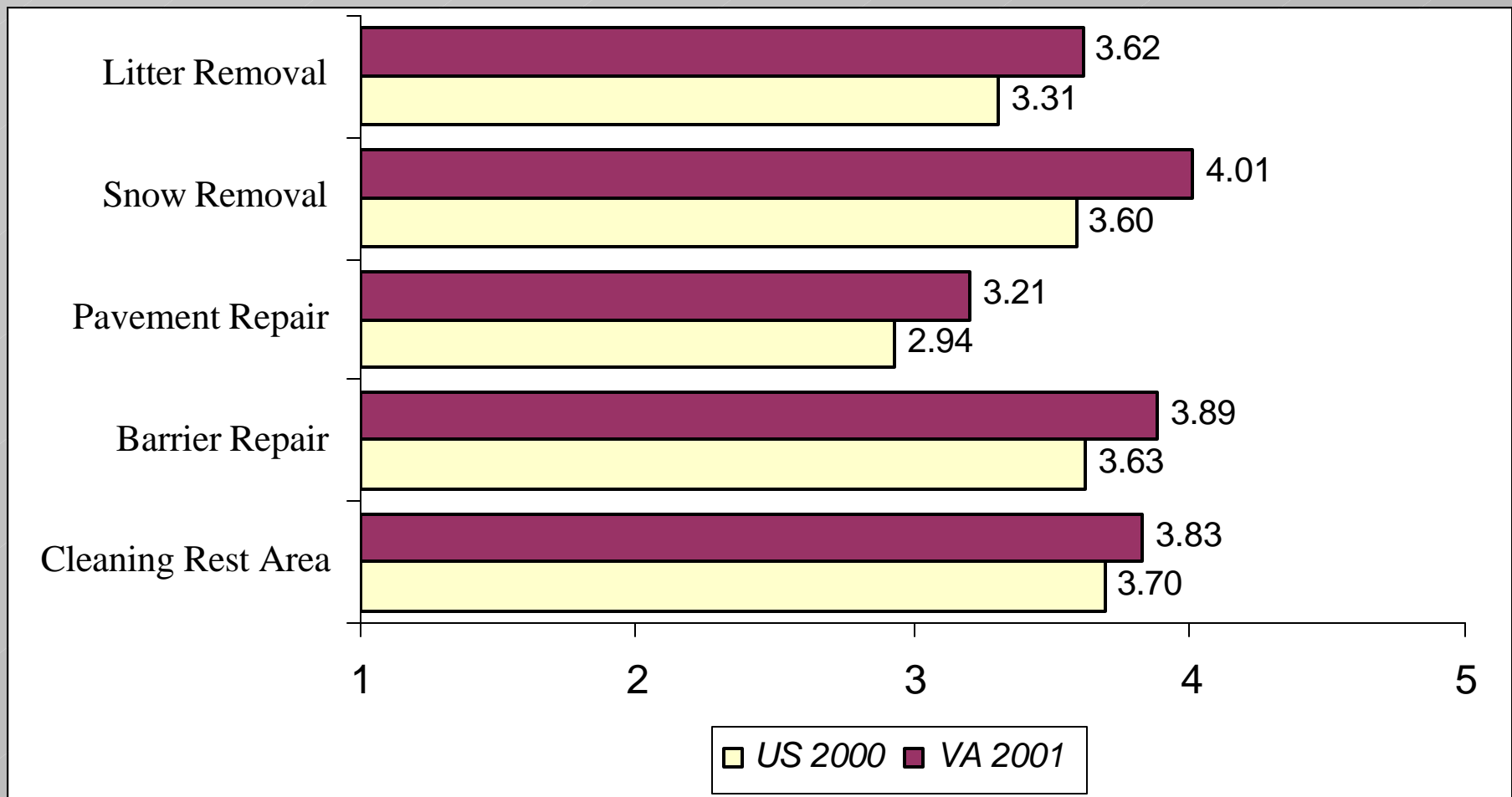
Bridge Condition Features of Major Highways: VA 2001 & US 2000



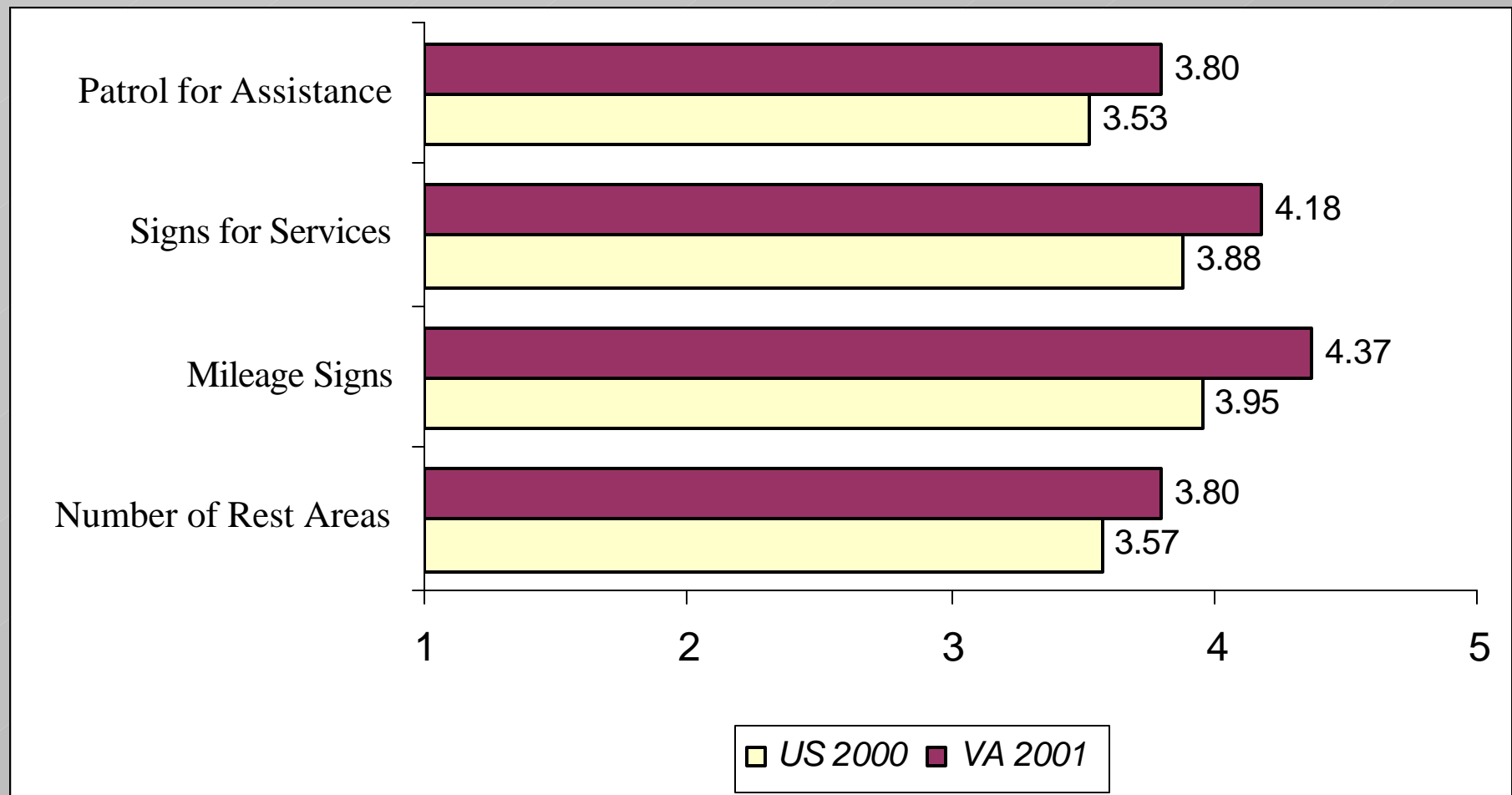
Visual Appeal Features of Major Highways: VA 2001 & US 2000



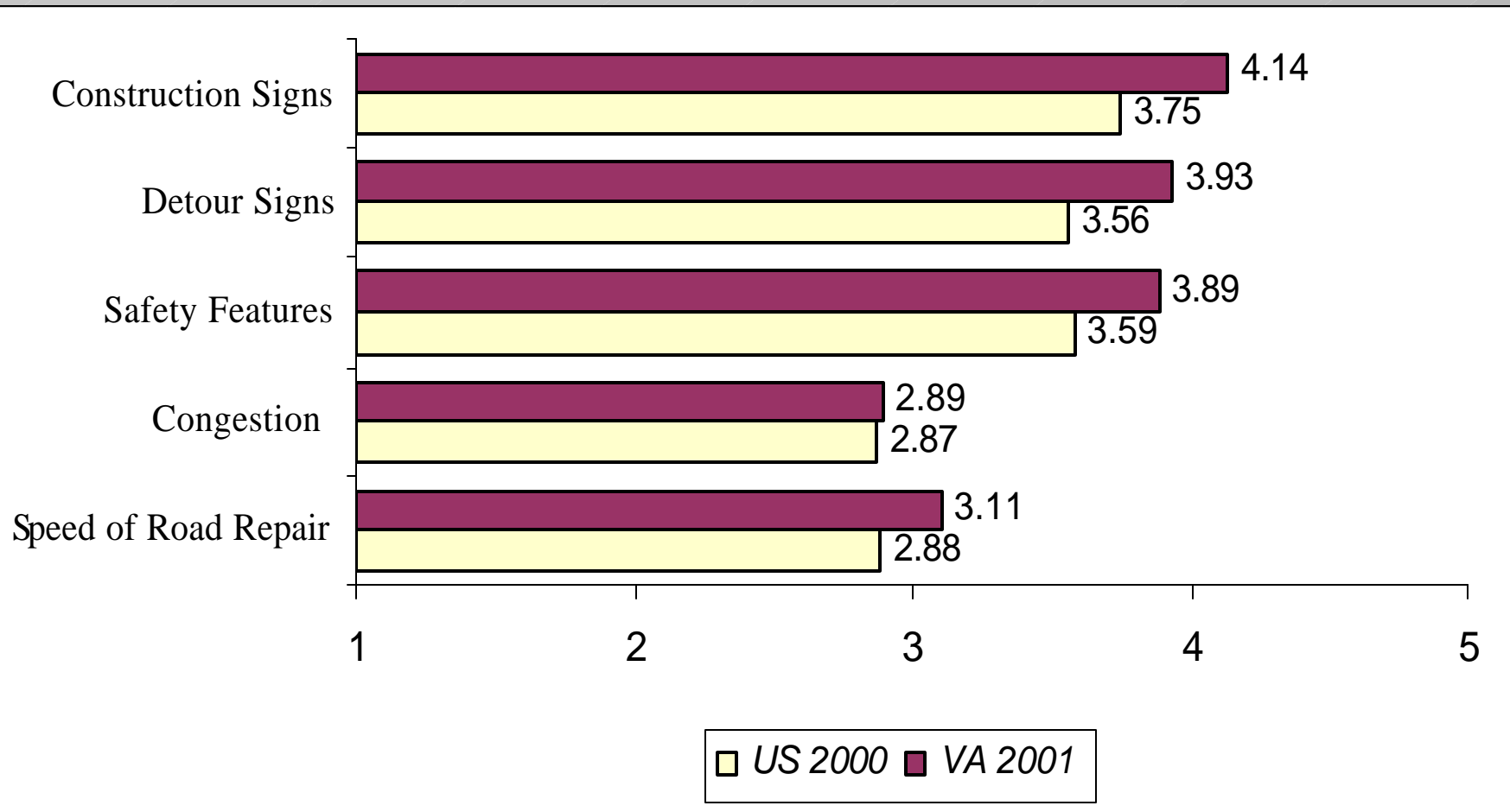
Maintenance Response Time Features of Major Highways: VA 2001 & US 2000



Travel Amenity Features of Major Highways: VA 2001 & US 2000



Work Zone Features of Major Highways: VA 2001 & US 2000



Specific features: VA 2001 and US2000

- VA higher on 7 out of 8 general characteristics
- VA higher on 35 of 42 specific features
- Congestion issues are a source of dissatisfaction in Virginia.
 - Congestion items comparable to or below U.S. average.

SEE HANDOUT TABLE FOR DETAILS

Specific features that drive overall satisfaction with major highways *(derived importance, from regression analysis)*

- Reducing overall congestion
- Making travel time more reliable
- Increasing smoothness of ride
- Increasing width of lanes
- Quick accident clearance
- Improving lighting

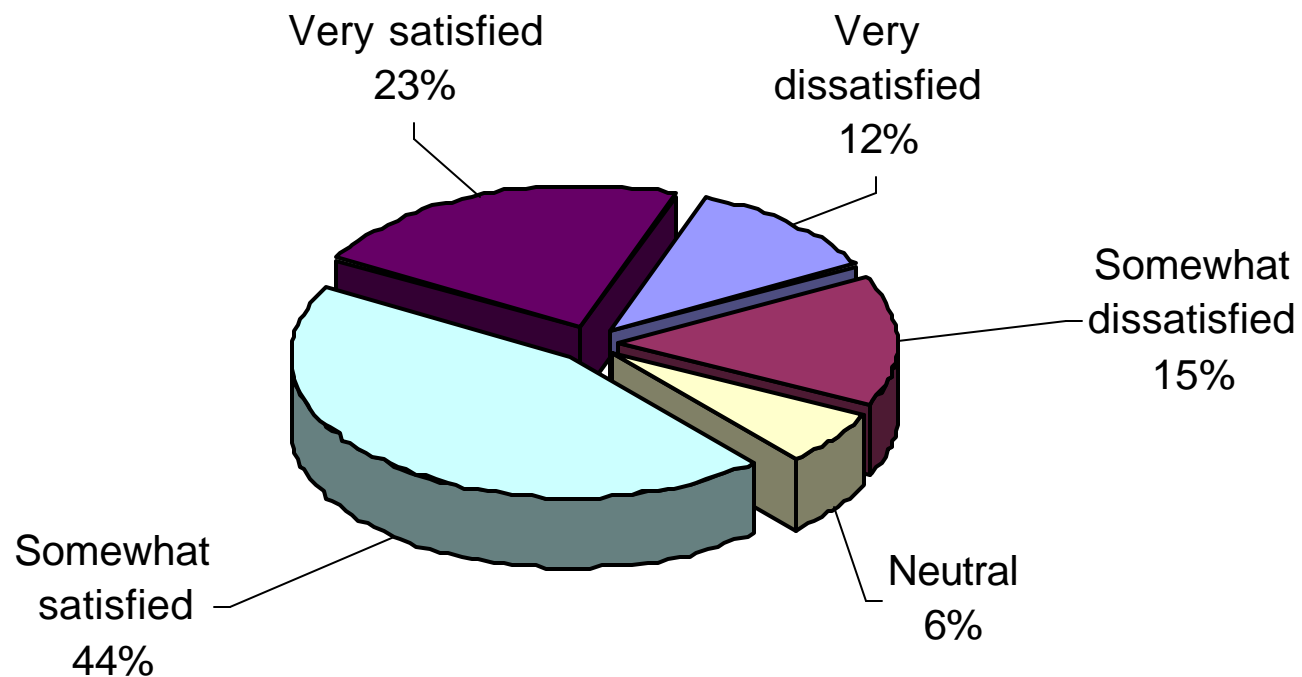
SECONDARY ROADS

Overall satisfaction

Specific features

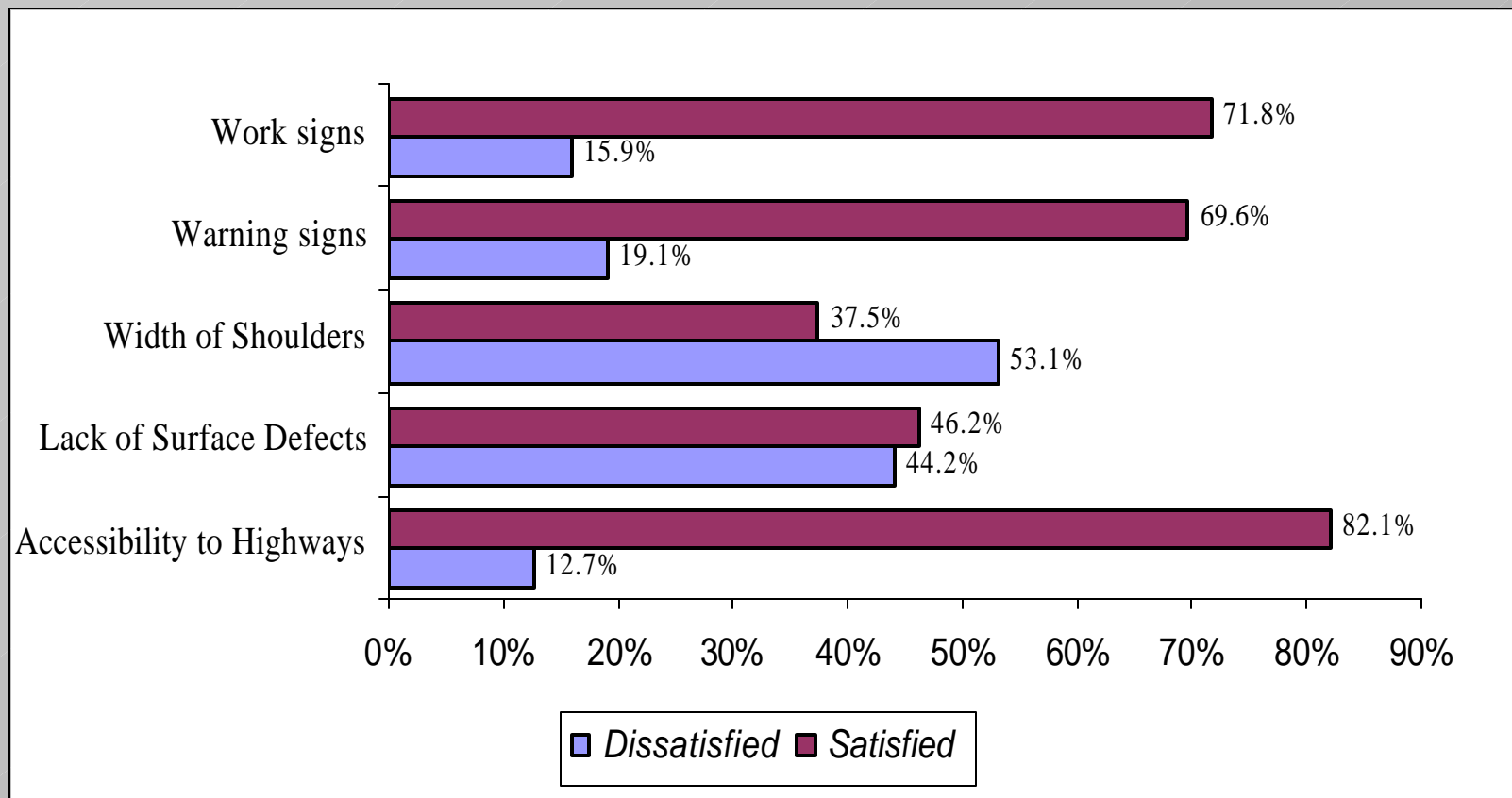
Importance of features

Overall Satisfaction with Secondary Roads: VA 2001

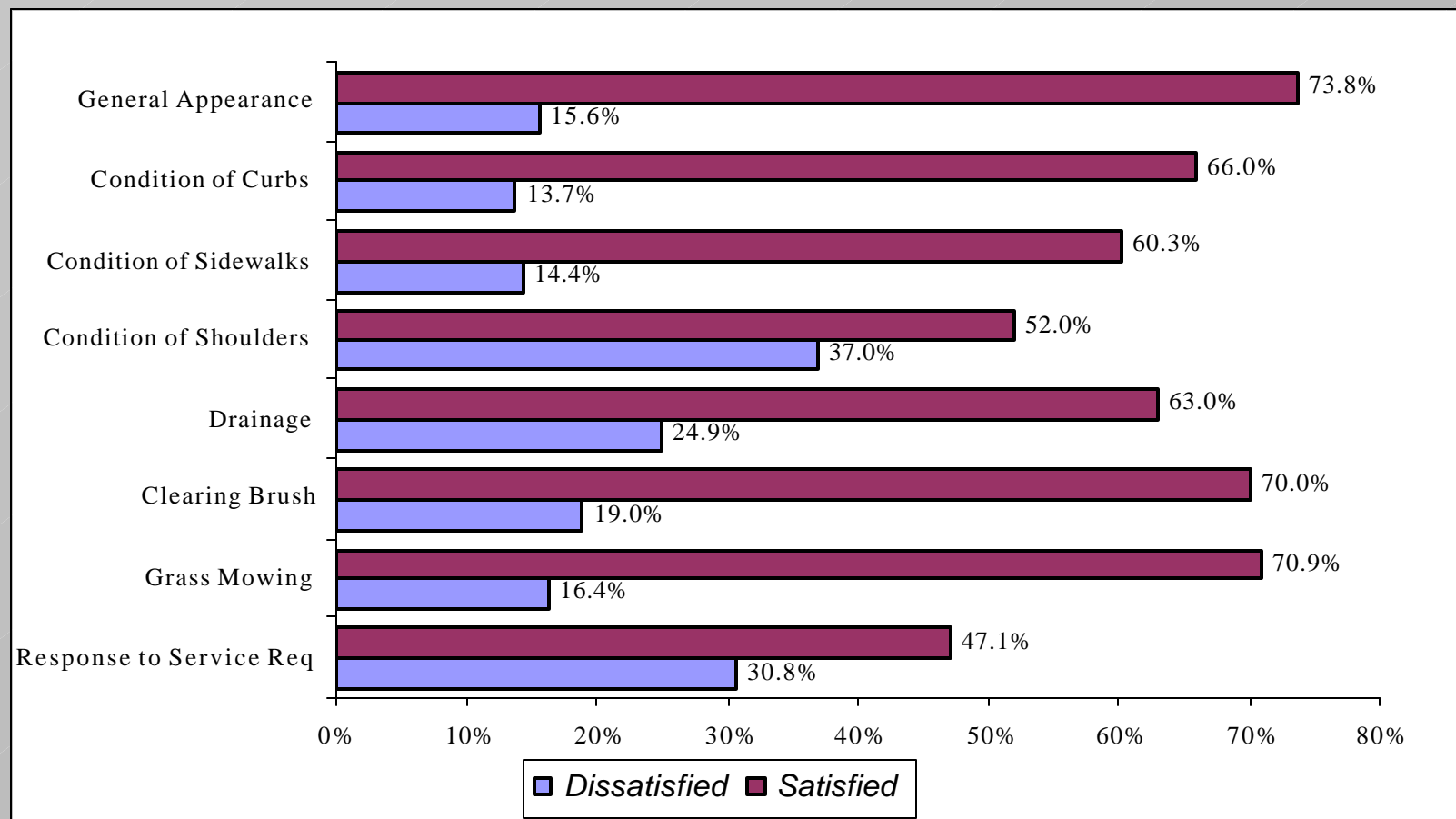


Percent satisfied = 67%

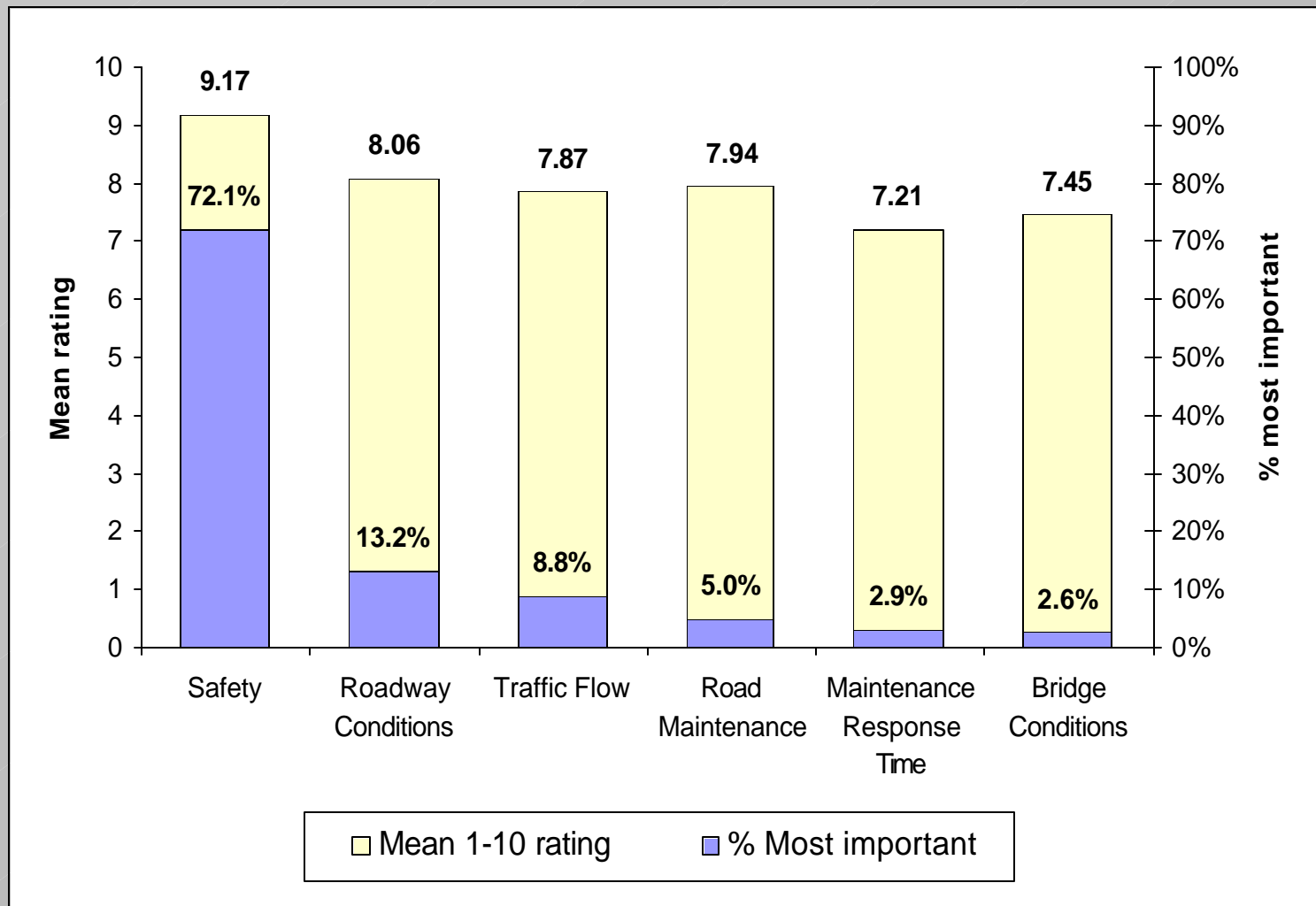
General Features of Secondary Roads: VA 2001



Roadside Maintenance of Secondary Roads: VA 2001



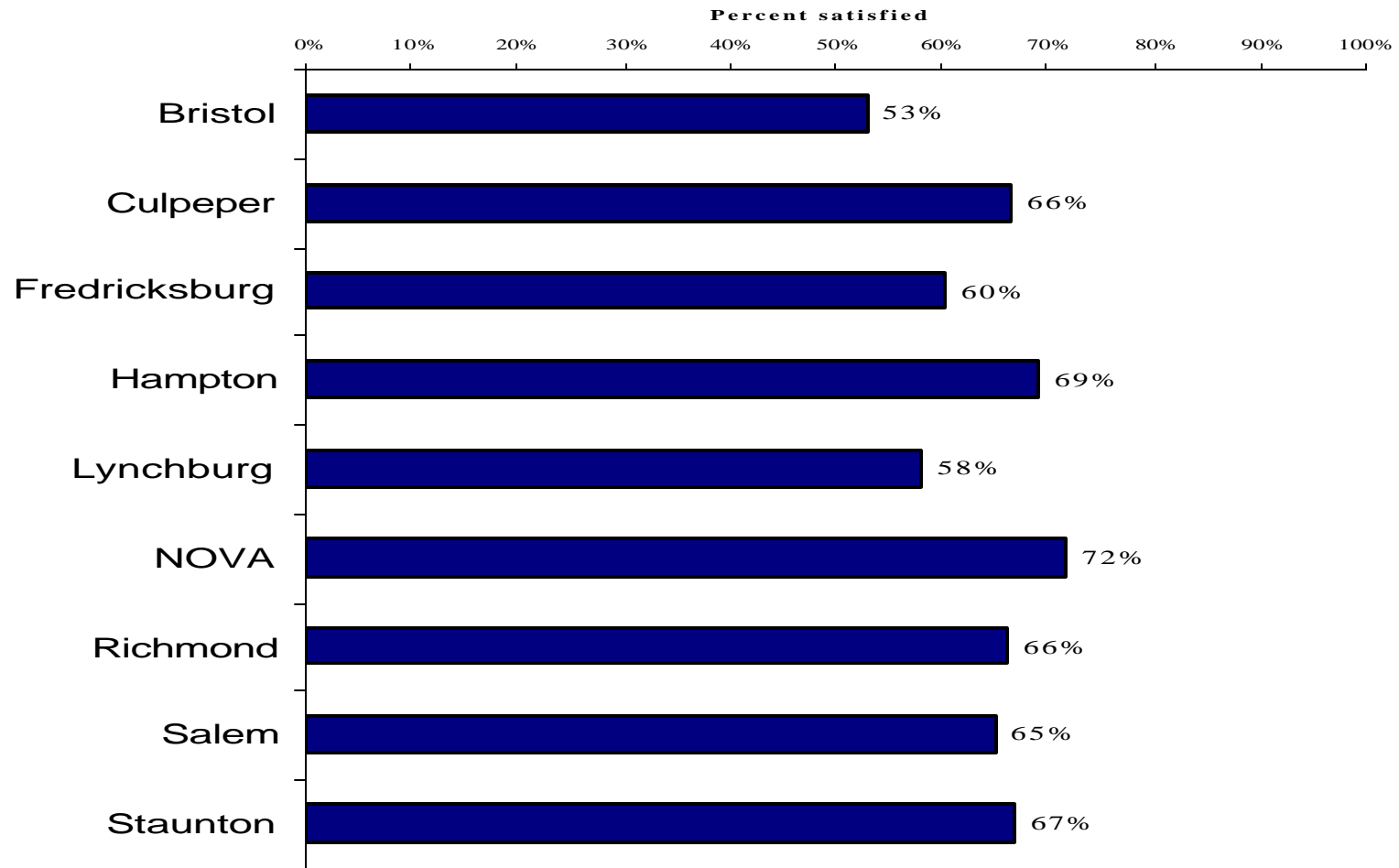
Importance Rankings and Ratings, Sec. Roads: VA 2001



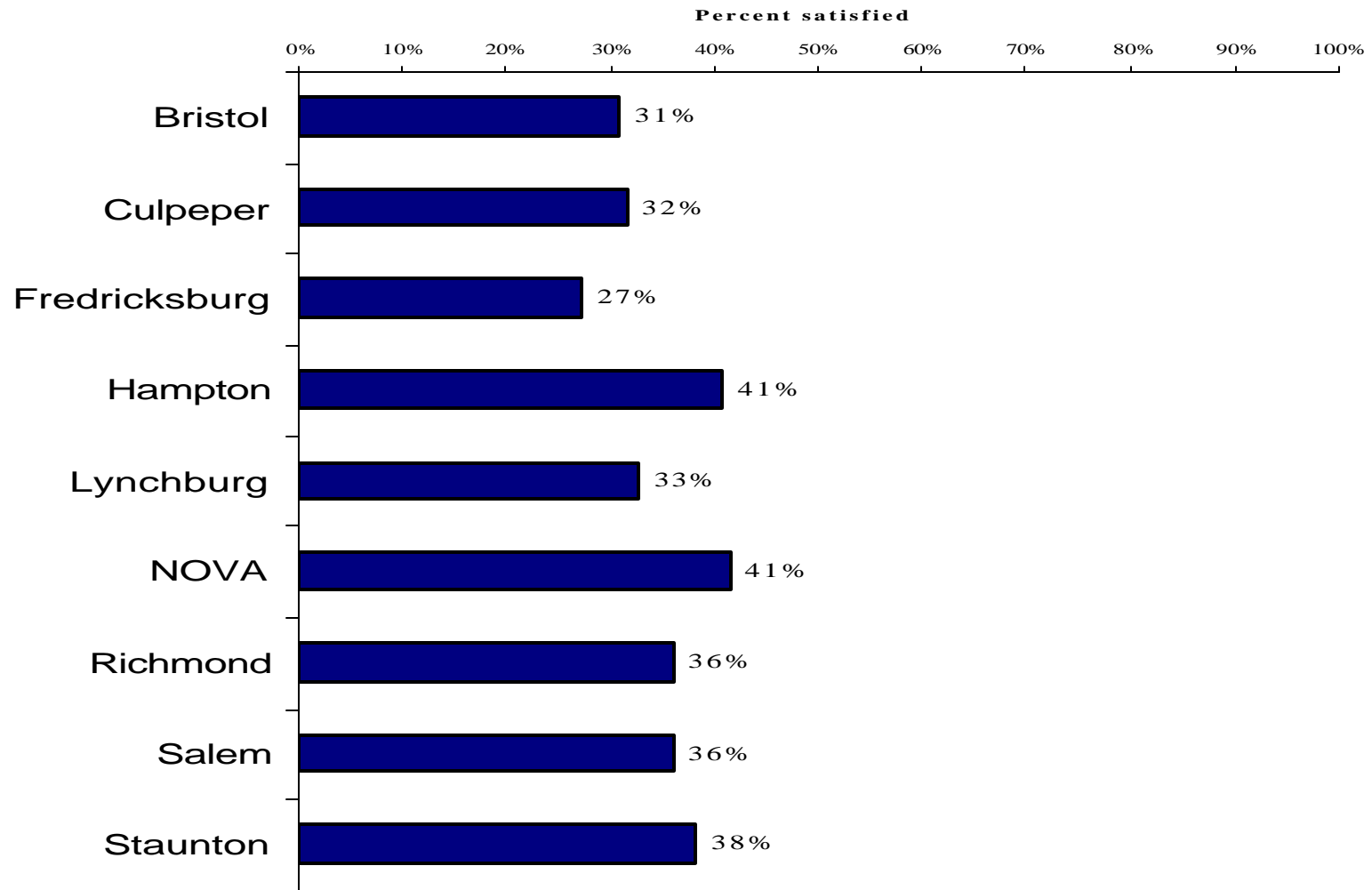
Specific features that drive overall satisfaction with secondary roads *(derived importance, from regression analysis)*

- General appearance
- Lack of surface defects
- Accessibility to major highways
- Response to service requests
- Condition of the shoulders

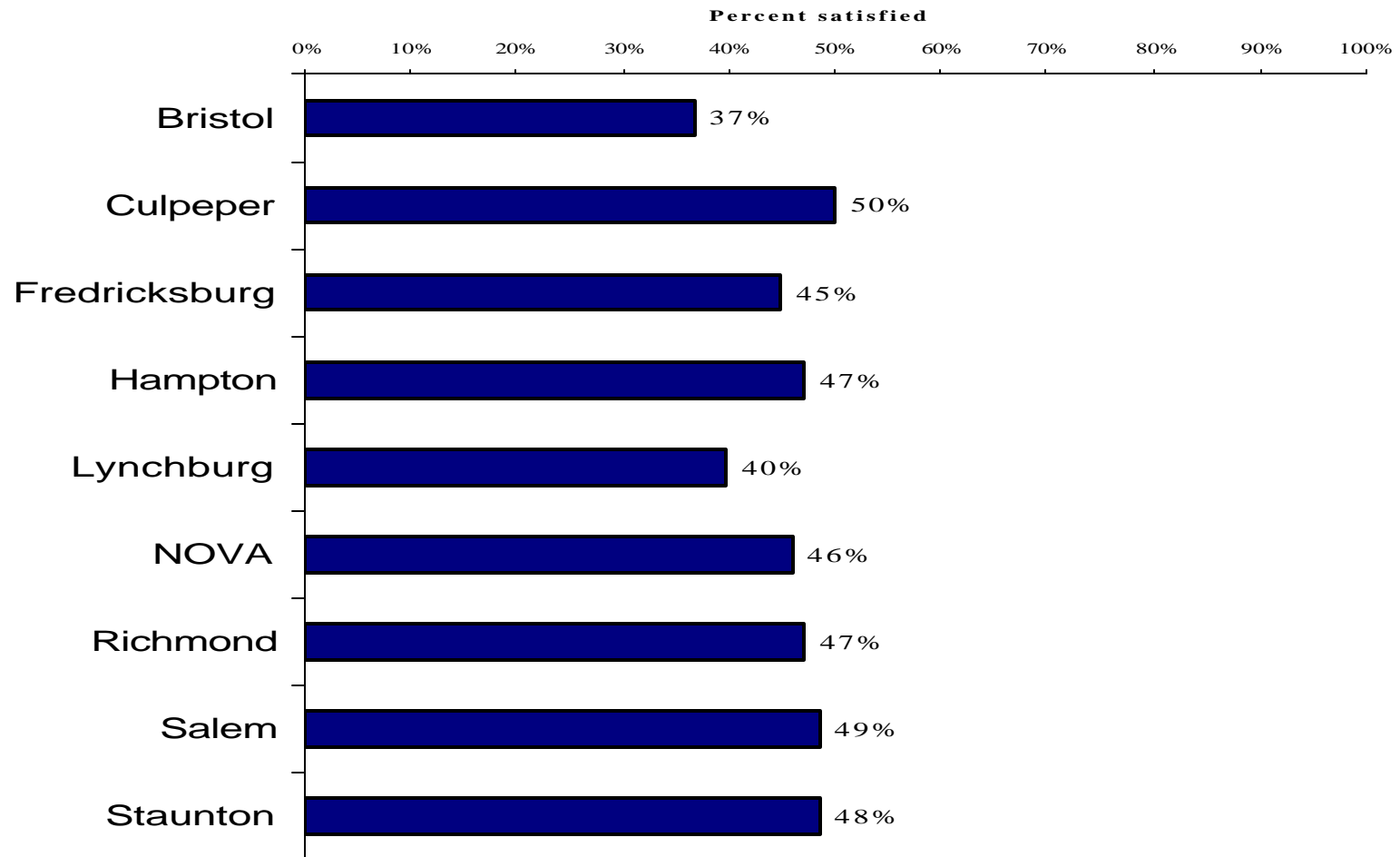
Overall Satisfaction with Secondary Roads



Width of Shoulders (Secondary Roads) by District

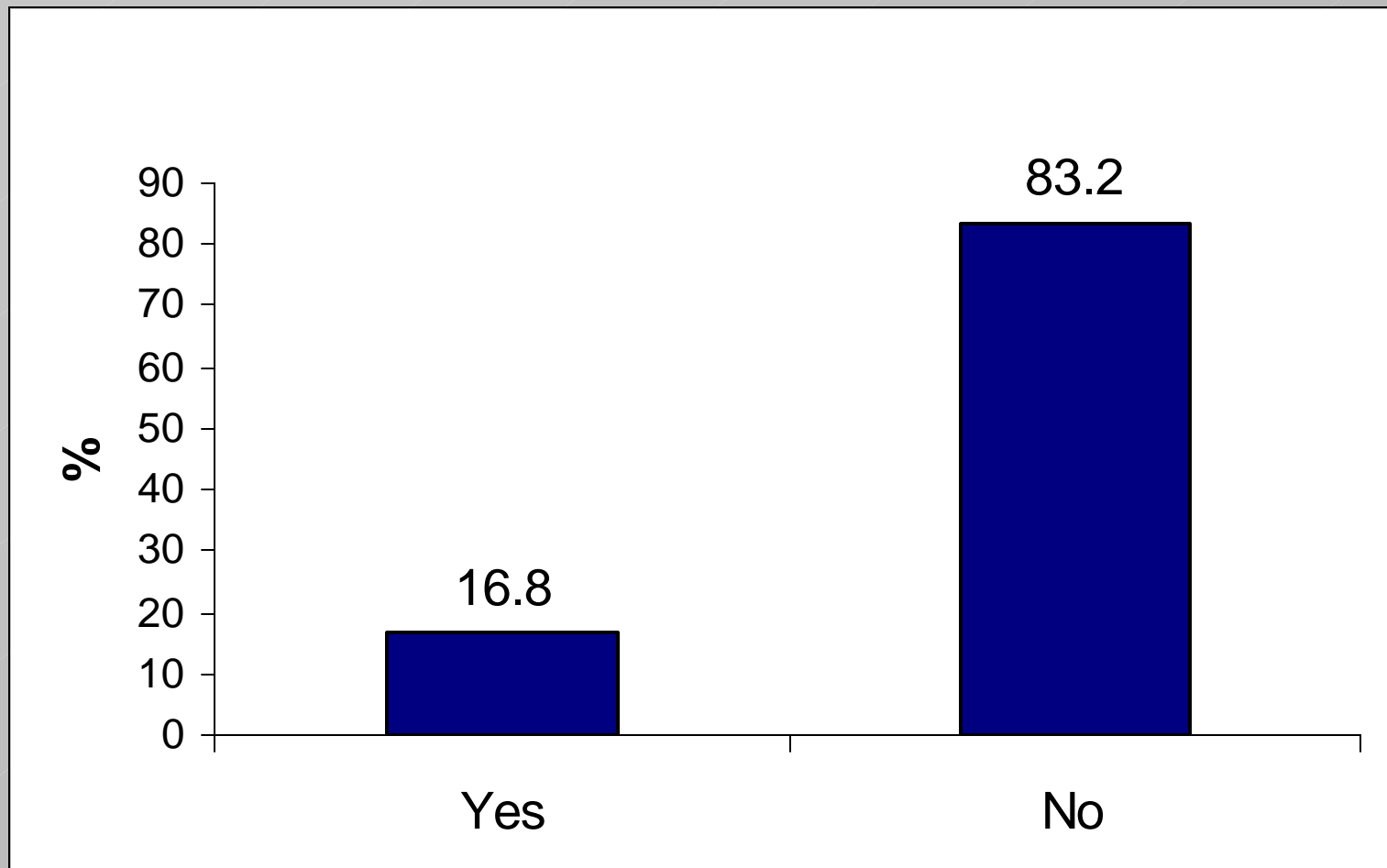


Absence of Surface Defects (Secondary Roads) by District

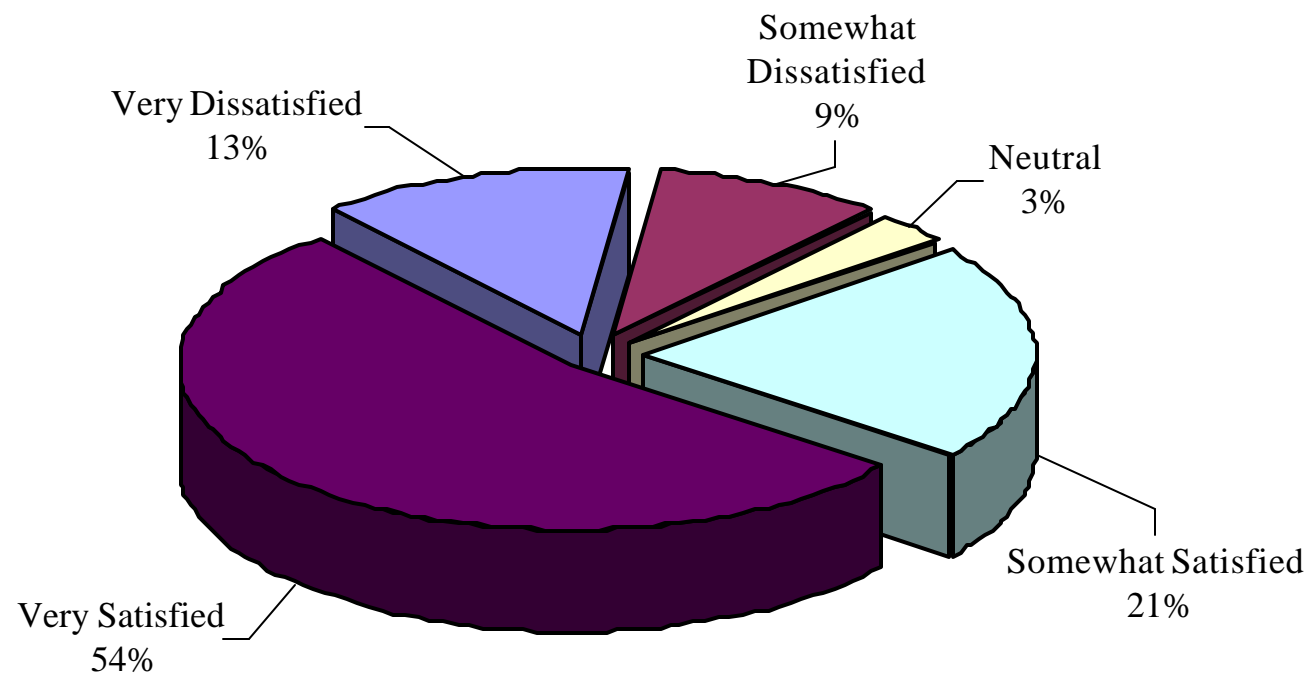


Customer Contacts with VDOT & Views of Management

Percent Contacting VDOT: VA 2001



Satisfaction with Helpfulness of Employees: VA 2001

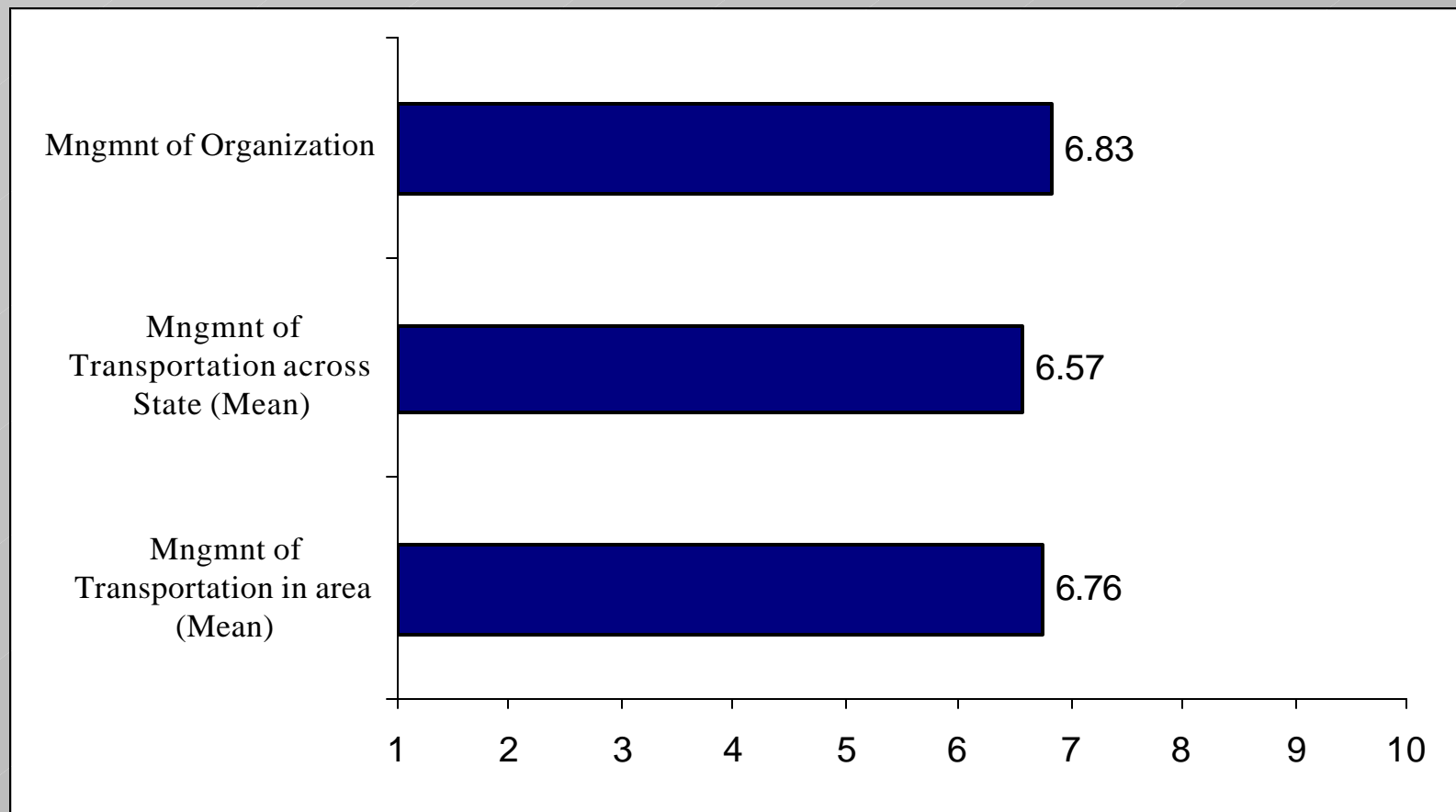


Percent satisfied = 75%

Why they call . . .

- Road repairs and potholes
- Snow clearing
- Flooding and drainage problems
- Questions about road construction
- Trees down, other obstructions
- Road sign problems
- Dead animals

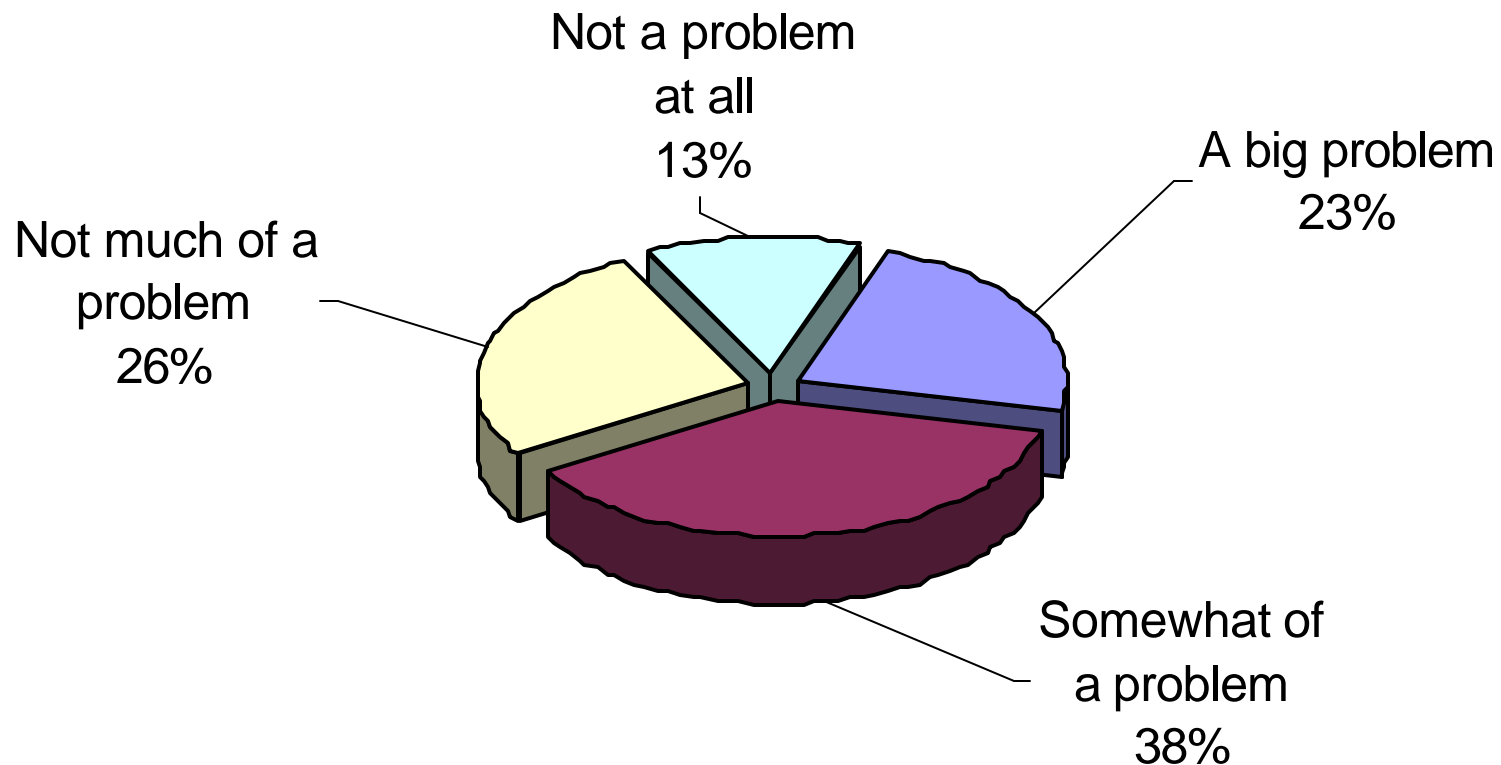
VDOT Management Ratings: VA 2001



CONGESTION AND ITS EFFECTS

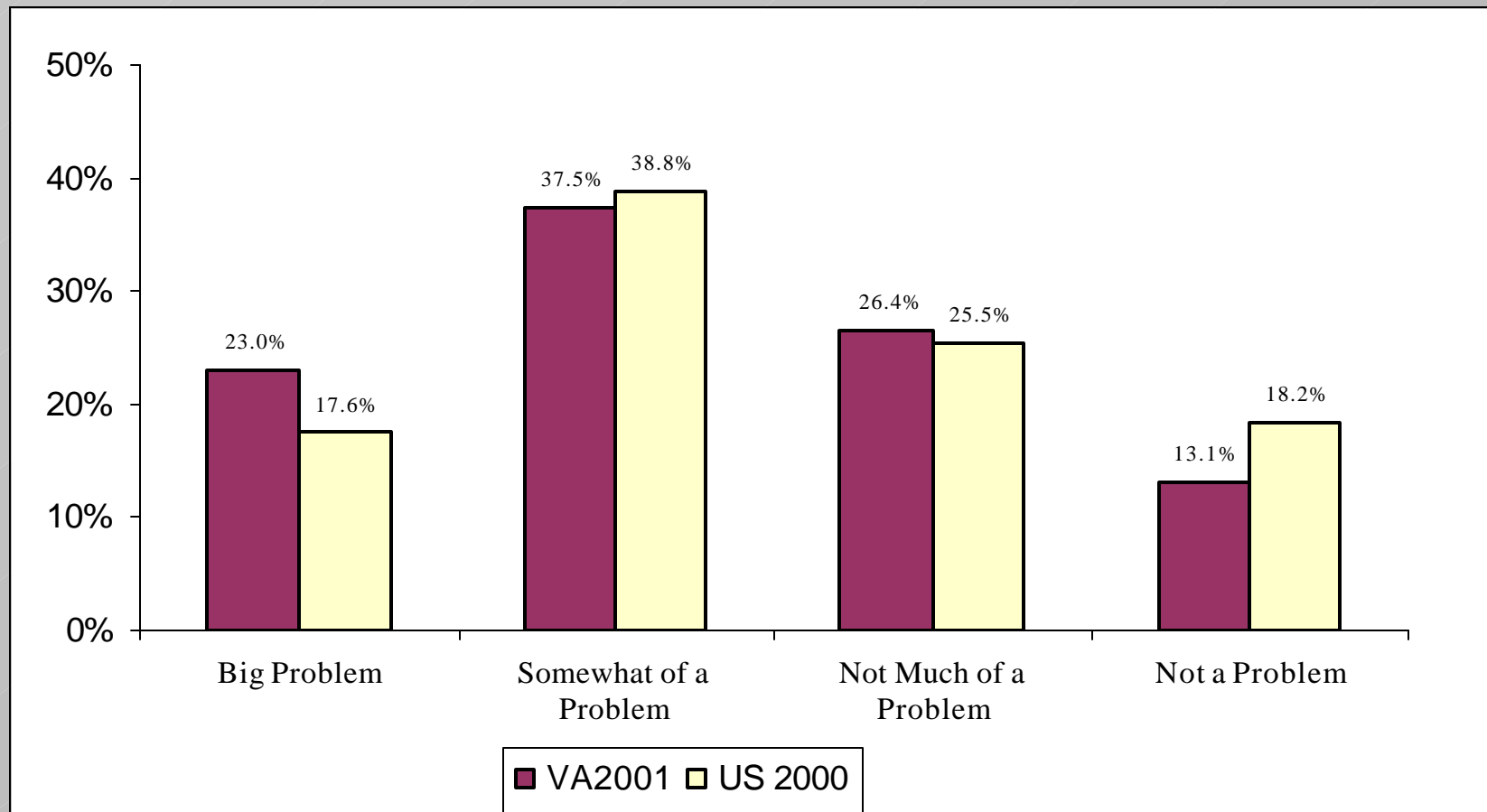
Congestion as a Problem:

VA 2001

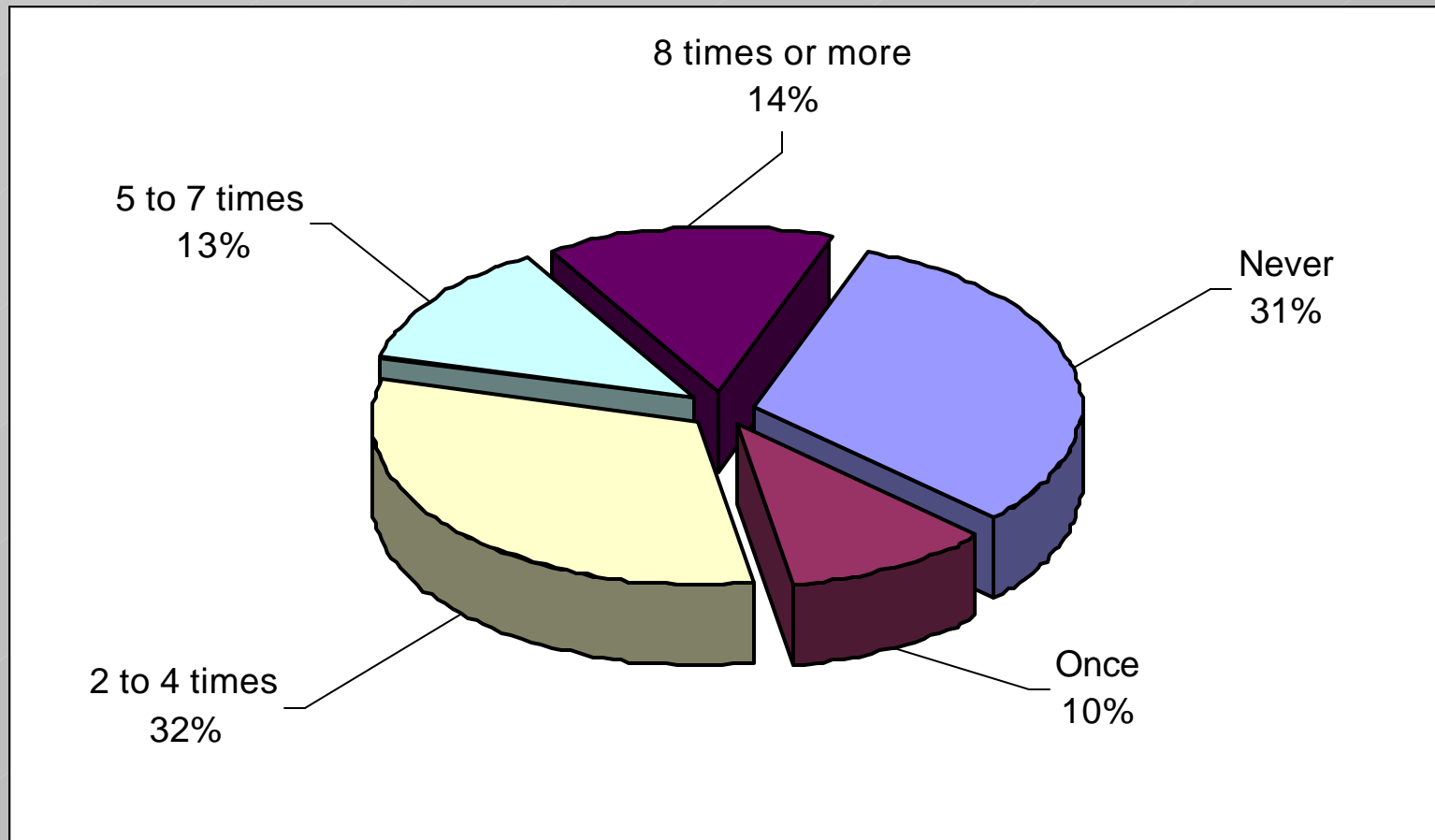


At least somewhat = 61%

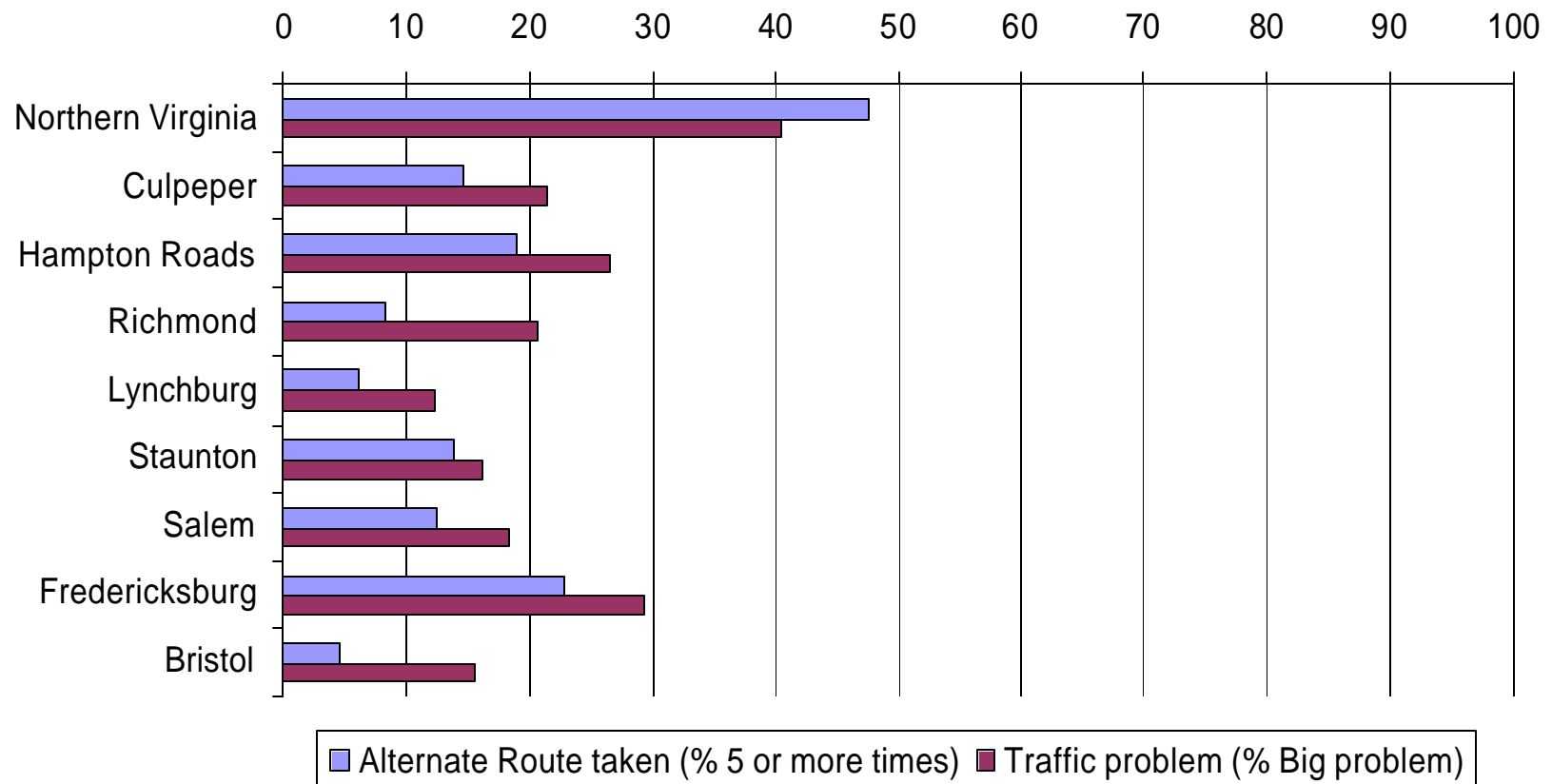
Congestion as a Problem: VA2001 and US 2000



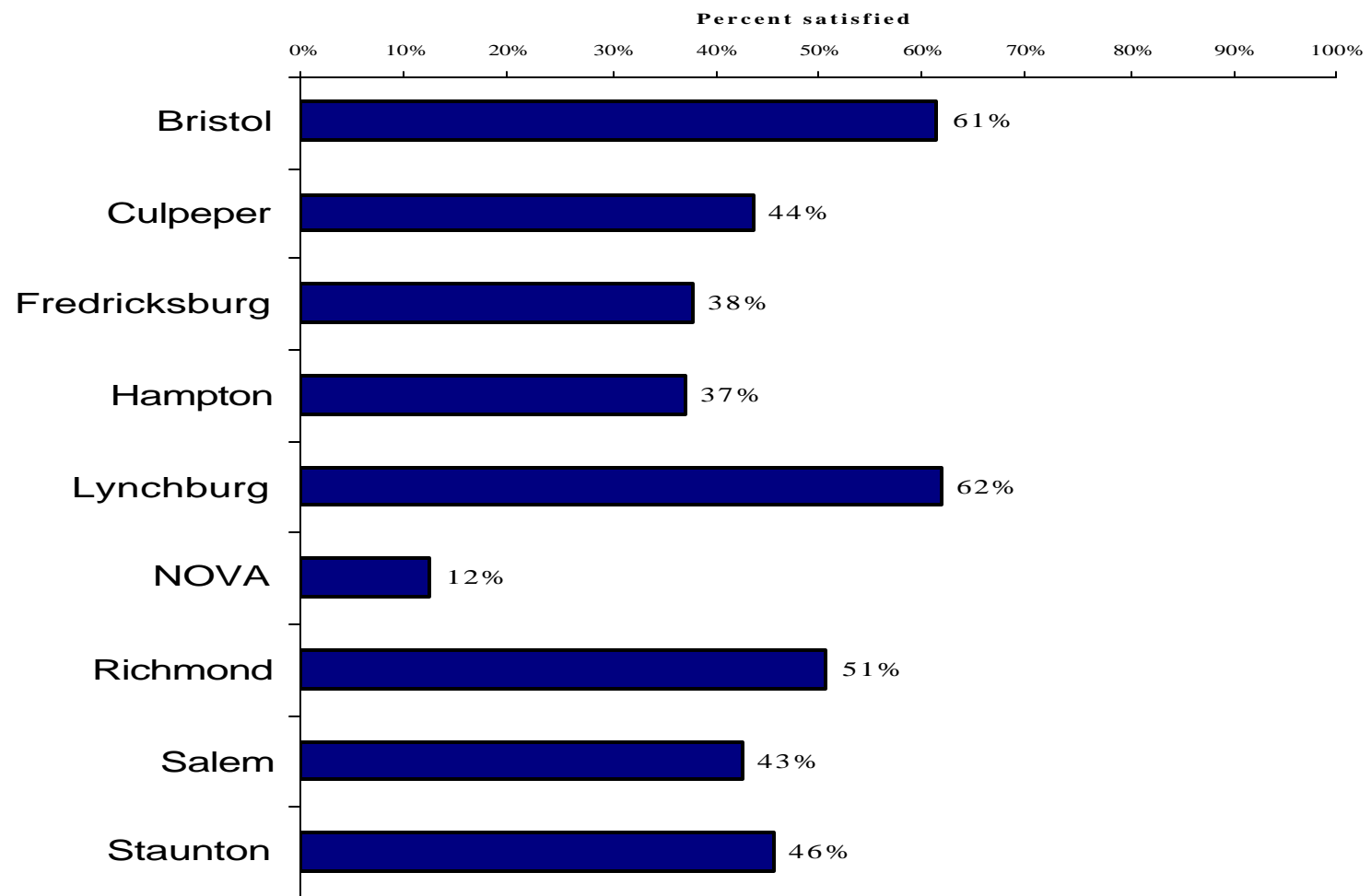
Alternate Route Taken in Past Month: VA 2001



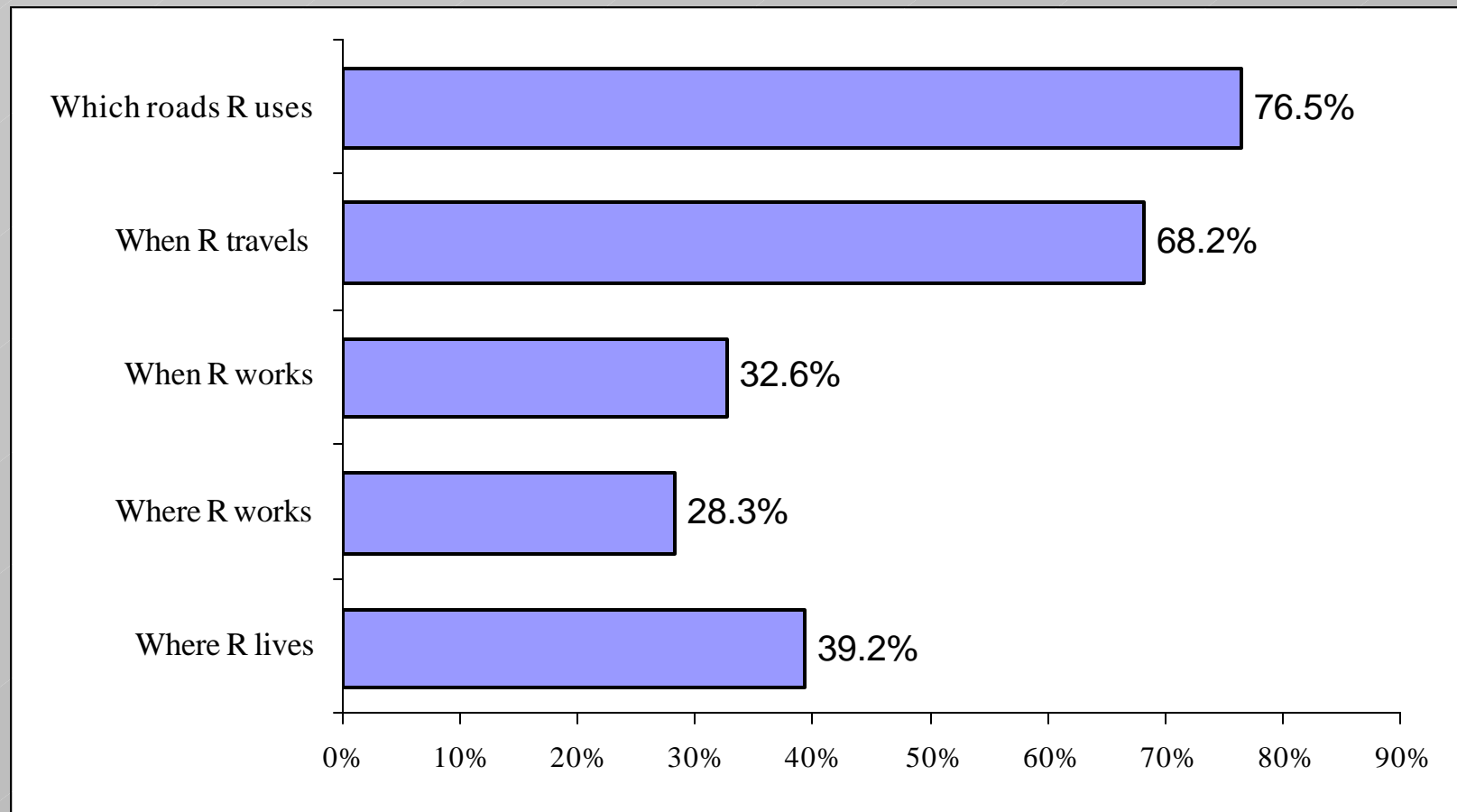
Congestion Issues by District



Satisfaction with Overall Congestion by District

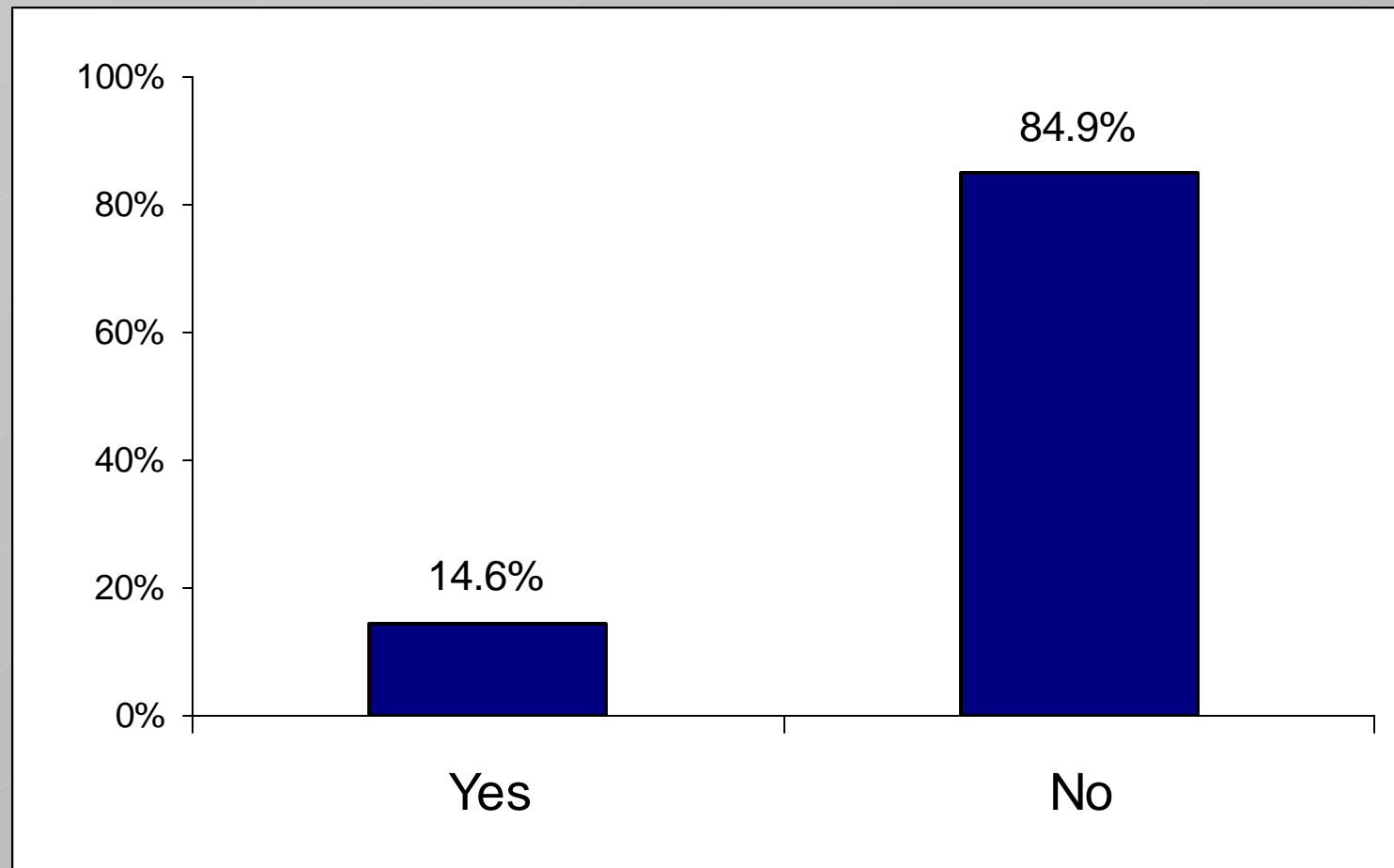


Traffic affects driver decisions - % Saying Yes: VA 2001



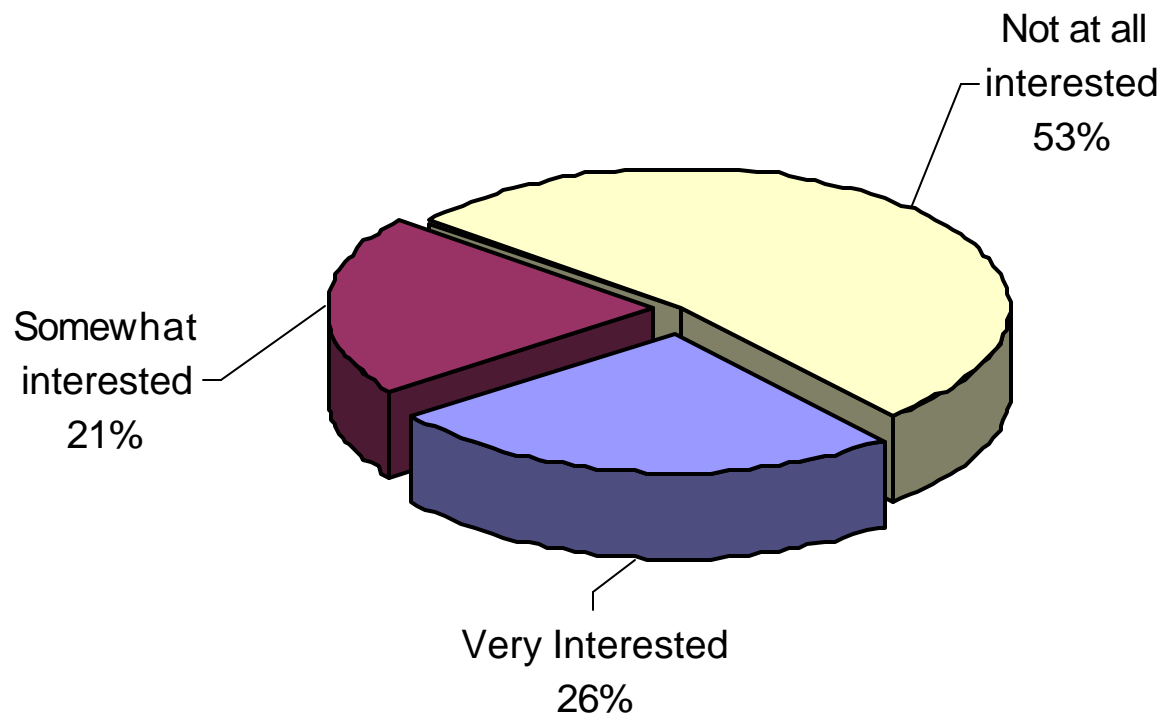
TELECOMMUTING

Percent Currently Telecommuting: VA 2001



Asked of those currently employed

Interest in Telecommuting: VA 2001

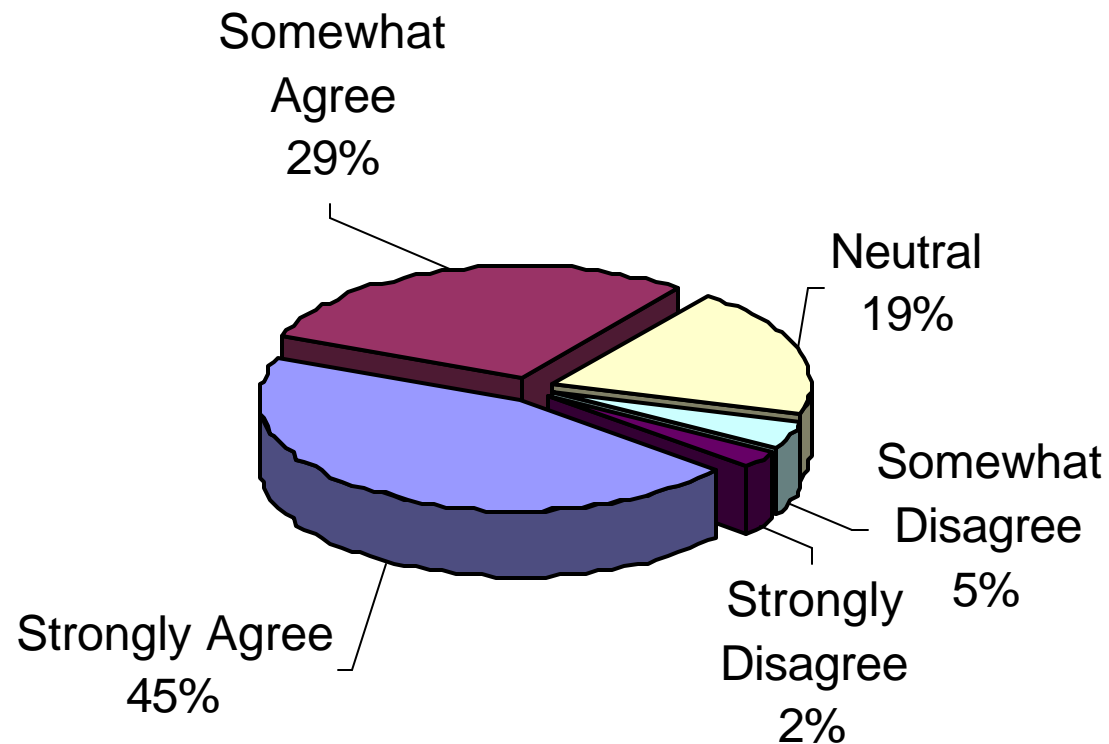


Asked of those currently employed.

Interested = 47%

Agree/Disagree:

“It would be good for Virginia if more people were offered the opportunity to telecommute.”



Percent agree = 74%

CONCLUSIONS

Conclusions

- In general, Virginians are quite satisfied with their highways and roads. For most aspects of major roads, satisfaction is higher than the national average.
- 82% are satisfied with VDOT's efforts on all roads.
- For major highways, the characteristic with the highest level of satisfaction is **Amenities**.
- The characteristic with least satisfaction is **Traffic Flow**.
- The most important highway characteristic for Virginians is **Safety**. The key drivers of satisfaction are **Traffic Flow, Safety, Pavement, and Work Zones**.

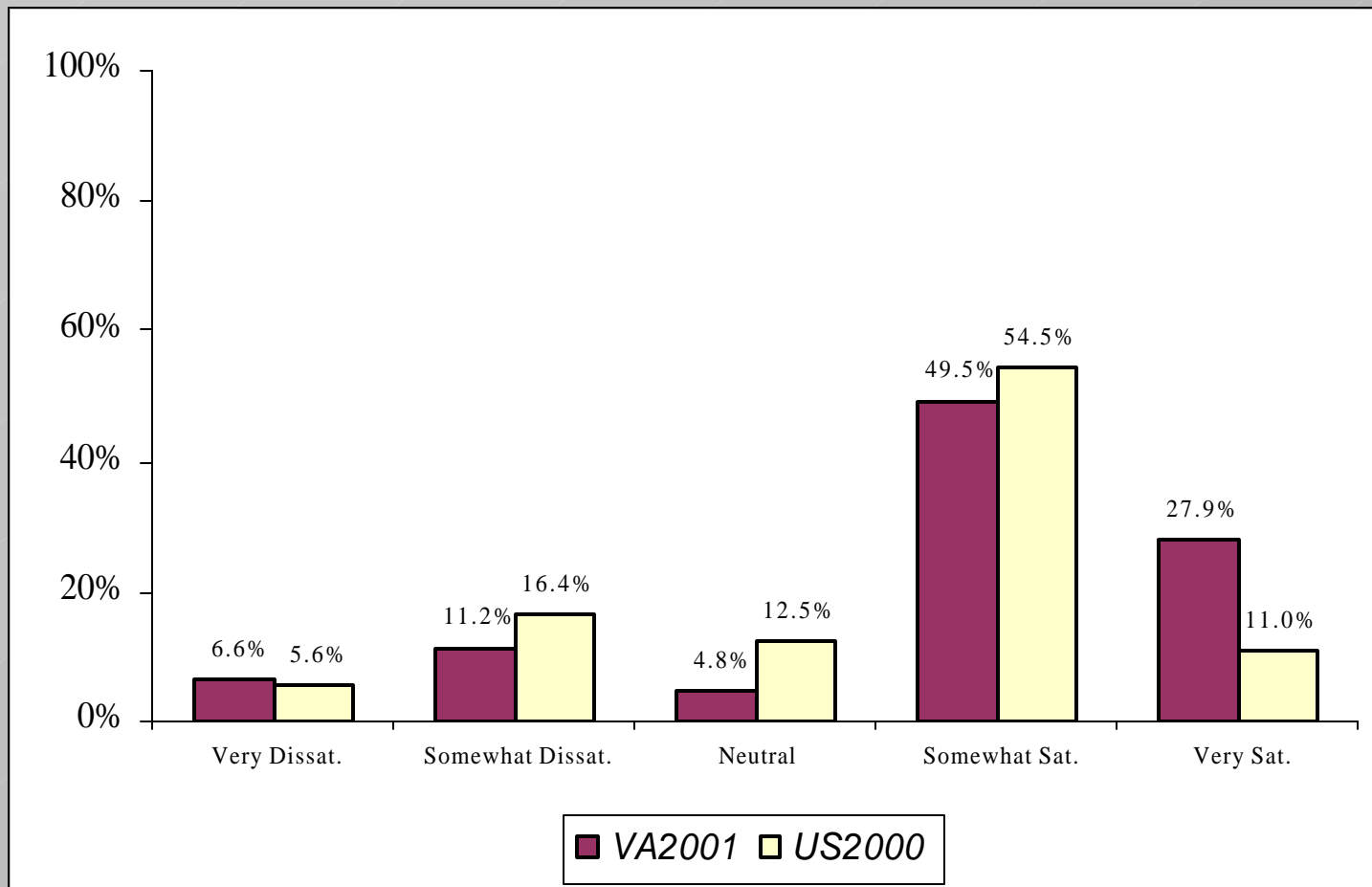
More conclusions

- For secondary roads, Virginians are most satisfied with **Accessibility** to highways.
- They are least satisfied with the **width of shoulders** on secondary roads.
- For secondary roads, the most important characteristic is **Safety**, followed by **Roadway Conditions**.
- **General appearance, surface defects, and accessibility** drive secondary road satisfaction.

More conclusions

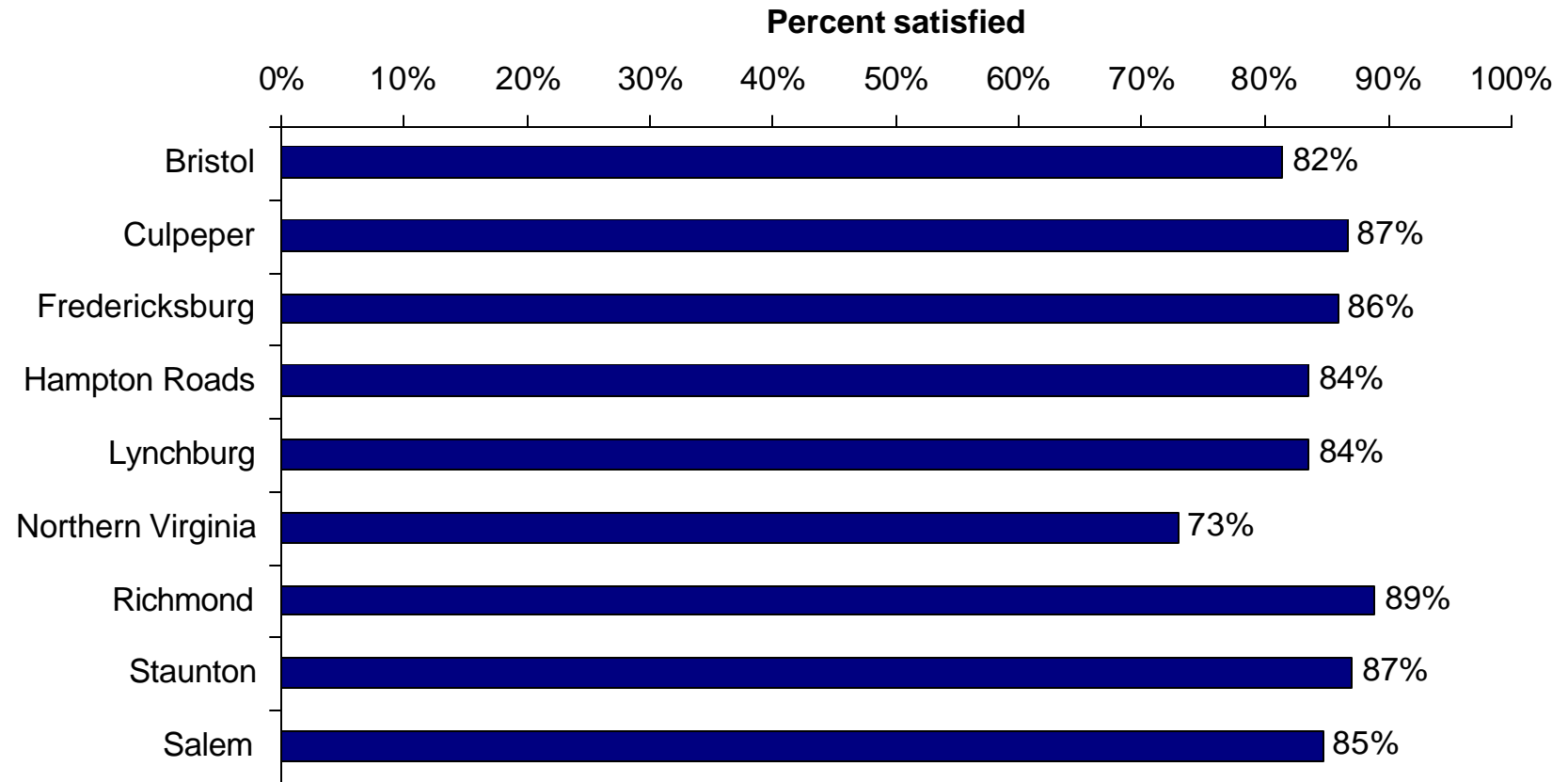
- Road congestion is at least somewhat of a problem for 61% of Virginians. Congestion issues are greatest in Northern Virginia.
- Nearly half of working Virginians are interested in telecommuting.
- Compared to the U.S., Virginians are more satisfied with their roads and highways
- . . . but more concerned with road congestion.

Overall Satisfaction with Major Highways: VA 2001 and US 2000



Percent satisfied: VA 77% US 65%

Satisfaction with VDOT's efforts--by District



Statewide percent satisfied = 82%

SUMMARY OF RESULTS:

2001 VDOT Customer Satisfaction Survey

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